

GOALS

1. Test your riskiest assumptions

Do your primary users actually behave and think like you believe they do?

2. Discover important insights about your primary users:

Problems, frustrations, behaviors, preferences, and current solutions to the problem.

3. Get contact information about your primary users

Describe what you are going to test - what do you need to learn?

What problem do you think the users have? What is your riskiest assumption?

Example: Do seniors with Alzheimer's disease have a problem getting lost when they go for a walk outside?

Who are your primary users and how will you get in contact with them?

Example: Users: Single senior citizens (aged 65-85) with mild Alzheimer's disease living at nursing homes in city environments in Mexico.

Method: In person interviews at nursing homes.

*Don't talk to people you know since they won't tell you the truth, and don't waste your time talking to random people who are not in your user segment - their opinion is irrelevant.

Describe how you will test your assumptions.

- What experiment will you run? Personal interview; survey; simulated product?
- How many people will you include in your experiment?

What is the success criterion?

Example: 15 out of 20 people we talked to felt a strong need to solve "X" problem and gave us their contact information so they could buy the product or use the service when it's ready.

What will you ask during the interview?

Remember not to pitch / sell! Focus on learning about your users and their problems.

Tip: use the Problem Interview Example Questions template

Good luck with your interview and REMEMBER TO GET CONTACT INFORMATION from the people you talk to if they agree to let you follow up with clarifying questions.