

**MAIN GOAL:****Understand which features create value (if any?)**

- ▶ **Does [X] solve your problem? Why not?**
  - Where does [X] fall short of your expectations?
  
- ▶ **How does this product/feature compare to your current solutions?**
  - How do you evaluate alternative solutions today?
  - Will this be better than your current solution?
  - Quantify “how much” better.
  
- ▶ **Have you used something similar? What was the experience?**
  - Do you still use [Y] today? Why?
  - What does [X] remind you of?
  
- ▶ **Would [solution X] create new problems or pains for you?**
  - What needs to be before you would use [X]?
  - Why will you not use this?
  
- ▶ **What is the most remarkable element of [X]?**
  - What is the most critical/crucial feature of [X]?
  - What can't be left out? Why?
  
- ▶ **Where do you start to use [X]?**
  
- ▶ **What do you like or dislike about [solution X]? Why?**
  
- ▶ **Why do you think this could be beneficial for other people? For whom?**
  - Would you recommend this to someone? (Who? Ask to confirm)

**GENERAL TIPS**

- First **validate whether you're talking to a relevant user** (target segment).
- To verify real interest, **ask for some commitment** (pre-payment if possible), e.g. ask for personal contact details for follow-up.
- **Show the solutions** when possible (even a sketch will do!).
- Make it clear that **this solution is not final**, anything can be changed.
- **Don't explain how much effort went into this project/solution.**
- **Avoid hypothetical questions** about the future.
- **Don't ask for a redesign** or to come up with new features.
- Your main priority = **to learn, not to sell.**