

MAIN GOAL:**UNDERSTAND THE CONTEXT OF A USER AND LOOK FOR 'PAINS'**

- ▶ **Can you tell me more about the last time you did [X]?**
- ▶ **What are the reasons you do [X]?**
- ▶ **How often do you do [X]?**
- ▶ **What are you trying to achieve/get done by doing [X]?**

- ▶ **Could you describe step by step how you do [X]?**
 - Which step is the most time-consuming/difficult/expensive?
 - Can you quantify this? (e.g. "losing 20 min per day")
 - Why is that?
 - If you could take out/avoid 1 step, which would you pick?

- ▶ **Why did you decide to go for this solution/process?**
 - Did you ever compare alternative solutions to solve problem [X]?

- ▶ **How often do you experience problem [X]?**
 - What happens before/after you experience problem [X]?

- ▶ **What don't you like about [X]?**
 - How would you compare this (negative) experience to [X]?

- ▶ **Can you show me how you do [X]?**

- ▶ **Have you ever tried to improve [X]?**
 - Can you describe your solution?
 - Would you change anything today?

- ▶ **What is the maximum you would pay (invest) to tackle problem [X]?**
 - Are you paying for a solution today?

GENERAL TIPS

- **Don't interrupt people too soon.** If you are silent, people might feel uncomfortable so they will tell you more to avoid silence.
- **Don't ask them to invent the future (solution).**
- **Ask why, why, why...** to have a very detailed view on what actually happens.
- A question that can be answered with just yes/no is not enough. **Ask for more info.**
- **Ask for references** or specific numbers where possible. "It's easy to do" is not enough. "It takes 10 min and 6 steps to complete X." is already better.
- **Look for evidence** / proof of existing behaviour!