

**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?

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**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.

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**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?

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**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.

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**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

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**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.**