Customer Interviews

Category
Product Management

Purpose
Use Customer Interviews to generate deep insights from your customers to guide product development, improve sales effectiveness and positioning and validate company strategy..

Description

Framework name:	Customer Interviews
Participants:	Product Owners, Product Managers, Product Marketers and Customers
Framework goal:	To test business ideas, identify customer problems and determine your product roadmap and features.
Framework guidelines:	- Use personas to create guidelines on which customers to invite and when. - Prepare an initial list of about 20 questions. - Schedule interviews and send a final reminder email the day of the interview. - Allow customers to elaborate on their answers and follow up to explore new opportunities. - Communicate what you learn from interviews.
Boundaries provided:	- Limit to one hour per interview with concessions made for preparing before the call, follow-up questions and reviewing your notes immediately after the interview. - Ask open-ended questions as much as possible
Resources used:	- Scheduling application and email - In-person or virtual interviews by phone or videoconferencing with recordings and/or notes.
Actionable outcome(s):	Identification of customer needs or pain points