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Supply vs. Demand Side Jobs Interview Chat GPT Exercise

One of the hardest parts of doing "jobs" interviews is to learn to think "demand side" – considering a purchase from the view of the customer who is trying to achieve a goal, rather than thinking about the product itself.

This exercise is designed to use ChatGPT to help us develop a "demand-side" perspective by asking chat GPT some interview questions about a hypothetical purchase journey.

You'll start by choosing a hypothetical purchase, and then interrogating ChatGPT about the purchase journey and the four forces of progress. This works best if you choose a purchase that is:

1. Considered, rather than an impulse buy, something that requires a bit of time and deliberation.
2. A widely understood product where the nuances of the buyer's preferences are in the public domain (and therefore in ChatGPT's corpus of knowledge)
3. Not a massively popular product category, like a house or car, because the purchase journey is simply too complex.
4. A specific product rather than a category (E.g. if you choose "wristwatch," an Apple Watch is a totally different than a Cartier or a digital Casio)
5. Not your product! (Not yet.) It's much easier to think demand-side about other people's products first.

A few examples you could use:

- Lindy hop dance lessons
- A premium electric scooter
- Light therapy mask
- Spa day
- Personal trainer
- Massage chair
- A specific musical instrument
- Personal style consultant
- A digital art frame
- 3D printer for home use
- Robot vacuum cleaner
- Expensive coffee machine
- Premium outdoor furniture

Sequence of prompts

1. **Identify outcomes**
   "What are the main reasons people might sign up for / purchase [product or service], what goal would it help them achieve?"

2. **Select an outcome and explore it in more detail**

   a. **Look for emotional outcomes:** "As you said, some people would [buy / sign up for] [product / service] with the goal of [outcome.] Why might that outcome be important to that customer?"

   b. **Look for social outcomes:** "Who else might care about this person achieving [outcome]?"

3. **Identify trigger situations**
   "As you said, some people would sign up for [service] with the goal of [outcome]. What are some situations or triggers that might have prompted them to start looking for ways to [achieve outcome]?"

4. **Identify Pushes**
   "As you said, people might want to achieve [outcome] when they [trigger situation]. If a person did [trigger situation], what sorts of feelings might prompt them to look for ways to [outcome]? And what exact situations might make those feelings salient and trigger them to act?"

5. **Outcome Language**
   "Suppose a person recently [trigger situation]. Imagine that they signed up for [service] with the goal of [outcome]. Can you tell me, as realistically as possible, how this person might describe their goal to a friend or co-worker? As in, how would they complete a sentence like "I'm hoping to..." or "I wish I could find a way to..." Please give me 10 succinct options including the exact language [demographic profile – age, gender, race, location] people might use."

6. **Alternative Solutions**
   "If a person [trigger situation] and decided they wanted to [outcome], what other things would they likely consider as a means to achieve that goal?"

7. **Anxieties**
   "If a person were considering signing up for / buying [product] after [trigger situation], what worries or specific questions might they want answered before they'd be willing to commit?"

8. **Inertia**
   "If the [product / marketing / salesperson] were able to answer all these questions in a satisfactory way, what else, other than the financial cost, might make it hard for our prospective customer to mentally commit to sign up for [product]?"

9. **Locksmith Moments**
   "If a person recently [trigger situation], and wanted to find out about ways to [outcome], how would they begin to find out what opportunities are available? How would they research options?"

10. **Addressing Anxieties**
    "Suppose we offer this person a free trial to try to allay their fears. What sorts of things would need to happen during that free trial that would reassure our prospective customer and increase the chance that they continue with [product or service]? How could we create the optimal free trial experience for this potential customer?"

11. **Addressing anxieties & inertia**
    "Previously you said our potential customer would be held back by concerns about [list of anxieties]. How can our [salesperson / free trial experience] specifically address those fears?"