

Customer interview questions:

1. When did you purchase the product?
2. What was going on in your life that led you to search for an X product?
3. Did you buy anything at the same time?
4. What problem does our product lessen or fix for you?
5. Did you have any anxiety about the purchase? Did you hear something about the product that made you nervous? What was it? Why did it make you nervous?
6. What kind of solutions did you try? Or not try? Why or why not?
7. Before you purchased did you imagine what using the product would be like? Where were you when you were thinking this?
8. Did you ask anyone else what they thought about the purchase you were about to make?
9. What was the conversation like when you talked about purchasing the product with your <spouse/friend/parents>?