## **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>?