Tool: Mom Test Interview Script

Background Questions:

- “Tell me about your current experience with blockchain technology.”
- “What projects do you currently use and why?”
- “Walk me through your last major decision to adopt a new protocol.”

Pain Point Discovery:

- “What’s the biggest challenge you face with current solutions?”
- “Describe a time when a blockchain project disappointed you.”
- “What would need to be true for you to switch from your current platform?”