

Audience Interview + Survey Toolkit

Real insight doesn't come from guesswork. It comes from behavior.

Founders often assume they know their audience. But real traction starts when you observe first, ask second, and ship based on signal, not assumptions.

Here's a simple, repeatable process to gather useful insight without slowing down execution:

Step 1: Listen Where They Already Are

Start by identifying 2–3 channels your potential users already use. Spend one hour this week observing:

Channel	What to Look For
Discord / Telegram	Common questions, repeated complaints, how they describe their pain
Twitter / X	Who they follow, what they reshare, what trends resonate
GitHub / Forums	What they fork, request, or critique (for builders)

Goal: Capture 5 recurring questions or frustrations. Use their language. Not yours.

Step 2: Talk to 3 People

Run 20–30 min calls with at least 3 potential users. This is not a pitch. It's research. Ask:

- What are you trying to solve right now?
- What's frustrating or slow about your current approach?
- If this worked perfectly, how would your life be different?

Bonus: Record the calls. Create a “voice of the user” doc for the team.

Step 3: Run a Micro-Survey

Drop a 3–5 question form into your newsletter, DMs, or onboarding flow. Keep it fast and optional, but focused. Questions to ask:

- What brought you here today?
- What's one thing you wish existed?
- What tool or project do you use the most?

Goal: 10+ responses = trends. 3–5 = directional insight.

Step 4: Analyze Onchain Behavior (If Applicable)

Use tools like Dune, DeBank, or Nansen to look at what wallets are doing, not what they say.

Ask:

- What tokens do they hold?
- What protocols do they interact with most often?
- Are they stakers, swappers, DAO voters?

Goal: Match what they say with what they do.

Step 5: Feed Insights Into Product & Comms

Once per sprint, run a 30-minute GTM sync:

- What did we learn this week?
- What messaging should we test?
- What friction can we reduce?
- What user quote should shape our next feature or tweet?

Marketing finds the signal. Product builds the solution. Feedback closes the loop.