

## Customer Development Interview

— a method of user research to collect data about a user's current needs, their worries, etc.

### Rules

- Segment users (divide potential users into smaller groups based on a particular attribute they have or don't have, e.g. their work position, specialization, kids)
- Make sure there are 8 or more respondents per segment
- Use mainly open questions (What? How? Why?) to let person share their experience in detail
- Ask follow up questions
- Focus on the user's behavior and behavioral patterns they perform in the present (not coulda-woulda-shoulda, past, or future tenses). People love to make promises, but can act differently. In an unconscious attempt to please you or appear better than they are, a person can sincerely say that they will use your solution, but in reality no one guarantees this.
- Ask all responders the same questions to proof hypothesis
- Record the interviews for better and more effective data mining later

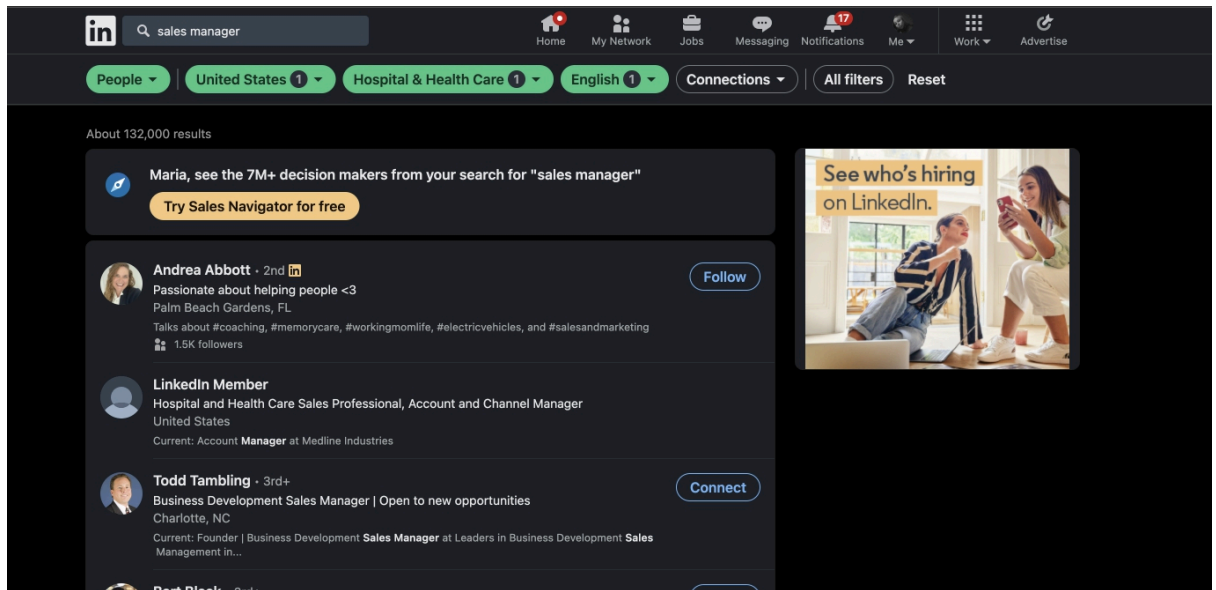
### **What questions to ask. An example of a personal assistant app: a phone filters out the calls and other notifications and only lets urgent ones in**

- How can you describe your typical work day?
- Does your work include many interpersonal interactions: meetings, calls, emails?
  - How do you manage this workflow?
- How do you prioritize incoming calls during your day? Does it disturb you from time to time?
- What do you do when you are busy but your phone's been "blowing up"?
- Are you answering all your notifications straight away? Does it bring you discomfort or distract you from work or private plans?
  - If not (ignoring notifications), how do you usually cope with urgent situations (divide them from not urgent if ignoring)? Which problems do you usually face in this case?
- Which solutions do you use to not be distracted by phone notifications, information overload?
  - What are the pros and cons of it? *Dig deeper into details about each solution the person uses. Identify if it is really an issue for the person or they're not irritated by this at all.*
- Are you currently seeking something to solve this problem? What are you paying attention to, how do you know you like a particular solution or not?

- What do you think about phone personal assistant? When the app filters out the calls and lets only urgent ones in?
  - How do you see this solution? Which features do you consider as a must have to make your day easier?

## Resources to get respondents from

- 1) LinkedIn: look up a job title, filter out based on the location, company, school, industry, etc.



- 2) [Slack communities](#)

To reach out send a user a cold message

Hi Hanna,

I saw you in [redacted].slack.com. I'm also a marketer.

I'm working in a company that tries to solve the problem of high-quality traffic and user acquisition.

I'm not looking to sell anything, but since you have experience in launching products and marketing, I'd love to get your advice on our product, so we don't build the wrong thing.

If you're available, I'd love to chat for just 10 minutes. Feel free to check out my calendar below to find the time for us to chat:

[https://calendly.com/n\[redacted\]](https://calendly.com/n[redacted])

If you can't find a suitable timeslot for you in the calendar, please, tell me the time that works for you.

- 3) Professional websites:

- <https://vocalviews.com/>
- <https://www.userinterviews.com/research-hub?source=globalFooterHubResearcher>
- <https://www.usertesting.com/>
- <https://www.testingtime.com/en/find-participants-for-interviews/>