

“Outside In” Interview Script (B2B)

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This “outside-in” interview script focuses specifically on B2B products. [Read background info](#)

The interviewee

- **Role** → Please describe your role at your company.
- **Collect a Story** → Tell me a story about the most recent time you used our product.

Learn about the product from the “outside in”

- **Product Usage & Frequency** → When was the last time you used ____? Try to remember what happened that day right before you decided to use it, what was going on? How often does that scenario happen?
- **Workflow & Integration** → How does the product fit into your workflow? Are there other tools you regularly use alongside it?
- **User Experience Feedback** → How would you describe the user experience of our product? Any specific areas you feel could be more intuitive or efficient?
- **Key Features & Value** → Is there any part of the product you find yourself using more than others? Why is that? Are there any features that get in the way or are distracting?
- **Pain Points** → Think about the last time you had a “What the heck!” moment using any software product. What happened? Okay, now can you remember a time you had that feeling with our solution? What happened? What, if any, workarounds do you use when these frustrating moments occur?
- **Problem Solving** → How well does the product solve the problems you initially adopted it for? Are there any areas where it falls short?
- **Desired Improvements** → Are there any specific improvements or new features you’d like to see?
- **Vision & Strategy** → How do you feel about the direction our product is going in?

Learn about your company from the “outside in”

- **Pace of Change** → How would you rate the speed of our product development process?
- **Support & Resources** → How do you find our resources, like customer support, documentation, or tutorials? Are they helpful and accessible? Do you have any outstanding issues that we have not resolved?
- **Choosing a Vendor** → Why did you choose our company and product? What problem does it solve for you? What opportunity does it create for you?
- **Competitive Comparison** → Have you used or considered similar products? If so, what aspects of our product stand out, and where do you see room for improvement compared to others?

Learn about the customer’s company

- **Outcome & Business Impact** → What measurable outcomes have you seen from using our product? Has it impacted your efficiency, effectiveness, or any key performance indicators?
- **Business Climate** → What is the #1 problem facing your business not related to our product line?

