

# Diagnostic Interview Script

---

The diagnostic interview serves to find out more about the business's customers and products. This is for a client interested in marketing/ads campaigns instead of just help with getting a website up.

Not all questions need to be asked -- tailor these questions to the specific personality and needs of your client. If a future question has been answered during a previous question, skip that question. Routinely ask follow-up questions and engage the client on issues they care about.

- **Introduction**

- Thank the interviewee for meeting with you
- State the purpose of the interview: To gain a deep understanding of their business in order to best assist them in thriving during the Covid-19 pandemic

- **Intro questions**

- What does this business mean to you? Of all the opportunities available to you, why did you start a business in the \_\_\_\_\_ industry?

- **Questions to clarify owner perception**

- Walk us through the customer experience
  - How do they feel when they enter your store/visit your website?
  - What is the sales process like?
- What are your business' values?
- What is the value proposition of your business? How is what you offer differ from competitors?

- **Questions for current situation**

- What do you feel are the most important decisions you're facing?
- What do you see as the greatest [challenge, barrier, opportunity, difficulty] for your business?
  - What is the primary thing keeping you from solving this problem?
  - How big is this problem? What happens if it doesn't get solved?
  - What are some things you've tried to solve this problem?
- What does your schedule look like every day?
- What is currently working well about your business?
- What is currently not working well for your business?
  - Why do you think this is?

# Diagnostic Interview Script

---

- What is the state of the market right now?
- Who do you believe is your primary competition?
- Many companies in this market are currently facing problems with \_\_\_\_\_. Are you also finding that a challenge?
- **Questions for business model**
  - What are your margins like? Do they vary substantially between items?
  - What are your revenue streams? What value are your customers paying for?
  - What are your most important assets? These are the assets required to make your business model work.
  - What is your relationship like with your suppliers? Do you have any other key partners?
    - Do you trust them to deliver on time and with quality?
  - Have you applied for a small business loan? If so, how much was it and when will it come?
  - What are the most important activities that keep your business alive?
  - What are the costs to operate the business model?
  - Can you give us access to
    - Your site?
    - Your social media?
    - Your financial docs?
  - Can you send us your latest financial statements?
- **Questions for customer segment**
  - Where do you get most of your customers from? What are your sales channels?
  - What touchpoints does a customer have with your company?
  - What is your customer's occupation?
  - What is your customer's gender?
  - What is your customer's level of education?
  - What is your customer's income?
  - What are your customers' values?
  - What is your customer passionate about?
  - What is your customers' lifestyle? How do they spend money?

# Diagnostic Interview Script

---

- How much does this customer spend on your business? Every day? Every month? Every year?
  - What do they come in to buy from your business? Is this different from what they end up buying?
  - What do customers need to know about your business?
  - What is your image of your business? How do you want your customers to perceive [business name]?
- **Questions for future direction**
  - What is your biggest dream for your business?
  - What do you believe needs to be strengthened in order to achieve these goals?
  - Who is your ideal customer and why do you enjoy doing business with them?
  - If you could change one thing about your business, what would it be?
  - Are there any market opportunities or trends you'd like to take advantage of?
  - What does your business look like in one year? In 5 years?
  - When you think about what you want for the future, what are some of the trade-offs that you would consider?
  - What do you anticipate will be the impact of [present actions, trends, plans]?
  - What are your goals and expectations for this project?
- **Employee-specific (For interviewing past or present employees. This gives an even deeper glimpse into the business)**
  - Why did you end up leaving this business?
  - What should we know about the owner of this business?
  - What should we know about the culture of this business?
  - What did you like most about working here?
  - What did you like least about working here?
  - What changes occurred while you were working there?
  - If this business fails, why do you think that will be?
  - Is there anything we didn't ask you that we need to know about this business?
- **Is there anything we didn't ask that you think is important for us to know to help us help your business?**
- **Schedule weekly meeting**