

TOOL DESCRIPTION

Interviews with Customers



The Interviews with Customers tool places a focus on the task of understanding the customer and the customers' or users' expectations, desires and needs.

This tool is a special form of qualitative interview that features as few guiding questions as possible. By inviting interviewees to describe positive and negative experiences and by questioning the reasons for these, it is possible to evaluate the level of needs.

Unlike empathic interviews where the focus is just on collecting stories, classical interviews with customers are supported by following a semi-structured interview guideline comprising 10–15 questions.

Good customers interviews are prepared in detail, and flexible execution is key. The more clearly you define ahead of time what you want to learn and the more flexibly you can navigate through your questions, the better your results will be.

Duration

45–60 min per interview




Participants

one interviewee at a time

Facilitation

prepared interview guideline

Interviews with Customers | Process

Preparation 	Interviews 10–30 min 	Documentation 40 min 
<ul style="list-style-type: none">• Decide how many interviewees you are aiming for and which kind of “customers” make sense as interviewees for your topic. Make sure you have a good mixture of:<ul style="list-style-type: none">– customers with a good relationship– new customers– non-customers or potential customers• Start right away to schedule interviews. Especially in B2B situations, this process might take a while.• Prepare the interview guideline based on the topics you would like to know/explore and based on the hypotheses you have developed on the topic.	<p>Structure the interview along these elements:</p> <ol style="list-style-type: none">1. Introduce the topic and yourself.2. Build a rapport (why am I asking you?).3. Ask specific questions (see example questions on the next slide).4. Explore emotions (by asking why).5. Thank you and wrap up. <p>OUR TIP: The last question you should ask is always “Could I call again if I forgot to ask a question?”. Everybody will say yes, and you can easily come back. In most cases, the best questions come up during the reflection on a completed interview.</p>	<ul style="list-style-type: none">• After the customer interview, you should document the results.• Evaluate each interview right afterwards. In a 1-hour interview, much content is discussed, and you may begin to mix up which interview yielded which insight as time goes on.• Evaluate the results from all interviews and hold a debriefing session to identify the key findings/patterns.

Interviews with Customers | Questions

	POSSIBLE QUESTIONS
Warm-up	In which situations do you use our product currently? Do you observe a similar trend? Is this something that you currently have on your radar? Who in your organization is concerned with this?
Getting stories	Can you explain the process of the last usage/test...? How did the last usage/test...work?
Getting details	Did something disturb you during that process? Which situations do you see critical/challenging/complex? What is most important for you during that process?
Questioning answers	Why did it bother you? Why was it challenging? Why is it important to you?
Getting ideas	Which improvements would you like to see in the next product version? How can we further adapt our product to meet your needs?
Concrete topics	What about xxx? How did you experience the xxx?

