PRACTICAL RESOURCE / BUILD A PRODUCT

Customer interview field guide

Build a Product · buildaproduct.live

Ask about real behavior, capture evidence, and avoid leading questions.

Who are we learning from and why?

Your notes:

Tell me about the last time this happened.

Your notes:

Walk me through what you did.

Your notes:

What was the hardest part?

Your notes:

What did it cost in time, effort, or money?

Your notes:

What have you already tried?

Your notes:

What would a useful next step look like?

Your notes:

Record exact quotes separately from interpretations.

Your notes:

Evidence against our assumption:

Your notes:

Next experiment and decision threshold:

Your notes:

Use this worksheet as a starting point. Revise it based on real evidence from your own product.