

Product discovery interview script

This script will help you interview potential and current users so you can better understand who they are, why they use your product and how your product can be improved.

1 Who are your users?

- ✓ What is your job role and department?
- ✓ What industry do you work in?
- ✓ What size company do you work for?



2 What are their needs?

- ✓ Is [pain point or JTBD] a priority for you?
- ✓ How do you currently handle this issue?
- ✓ Do you use homegrown solutions (spreadsheets) or other tools?
- ✓ Are these solutions good or bad? Why is this?
- ✓ What would an Ideal solution look like?
- ✓ How much would you be willing to pay for this solution?

3 How and why did they seek out the product?

- ✓ What was the key pain point or JTBD that made you seek out the product?
- ✓ Did you try any other products or solutions before this, if so what and why didn't it work?
- ✓ How did you discover your product?
- ✓ What made you decide to try it?
- ✓ Did you have any doubts beforehand?

4 How could the product be improved?

- ✓ Did the product help with your JTBDs or pain points? Why was this?
- ✓ Was there anything you were hoping for that wasn't there?
- ✓ Were there any features you struggled with or couldn't find?
- ✓ What was the most useful feature or aspect you liked the most?
- ✓ Was there a particular *aha* moment?
- ✓ Does the product outperform your previous attempted solutions?
- ✓ How else could the product be improved?



Consistently discover great product Ideas

Acclaim Ideas helps product teams to find, prioritise and validate new features and product enhancements



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