

CUSTOMER DISCOVERY INTERVIEW TEMPLATE

PROJECT NAME:

DATE:

DD/MM/YY

CUSTOMER NAME:

JOB TITLE:

STARTUP IDEA:

PROBLEM HYPOTHESIS:

STARTUPS WITH NO CODE



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QUESTION #1:

What's the hardest part about doing your job on a daily basis?

NOTES:

ADDITIONAL THOUGHTS & COMMENTS:

STARTUPS WITH NO CODE



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QUESTION #2:

How do you work around this problem today (software or manual process)?

NOTES:

ADDITIONAL THOUGHTS & COMMENTS:

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QUESTION #3:

If you had a magic wand, what would be your desired way to fix this problem?

NOTES:

ADDITIONAL THOUGHTS & COMMENTS:

