Customer Interview Guide

Discovering What Customers Actually Need

A companion resource from Agile Meets AI, Appendix B

Customer/Company: _____   **Date:** _____
Role/Title: _____   **Interviewer(s):** _____

Before You Start: Best Practices

• **Include multiple team members,** not just product managers
• **Record sessions** (with permission) for later analysis
• **Focus on problems and context,** not solutions
• **Ask "why" questions** to understand underlying needs

Opening: Context & Background

"Tell me about your role and what a typical day looks like."
Notes:

Problem Exploration

"What's the biggest challenge you face in [relevant area]?"
Notes:

"Walk me through how you currently handle [specific task]."
Notes:

"What would success look like to you?"
Notes:

Product-Specific Questions

"What almost stopped you from using our product?"
Notes:

"If you could change one thing about [feature/process], what would it be?"
Notes:

Post-Interview Summary

Top 3 Pain Points Identified:
1.
2.
3.
Assumptions Validated/Invalidated:

Surprising Insights:

Follow-up Actions:

Frequency: Monthly or quarterly, depending on your customer base and product cycle. The goal is continuous customer understanding, not one-time research.