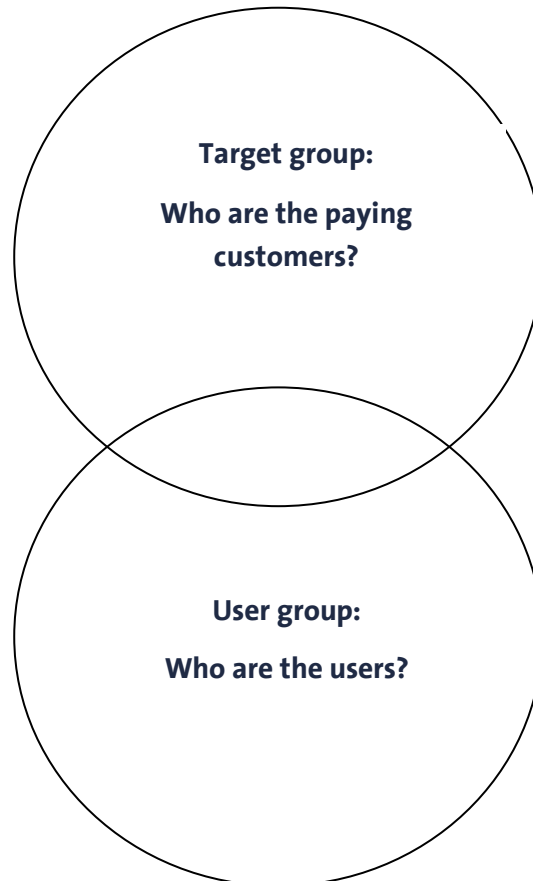


Guide for first interviews on your founding idea

Target group vs. users



From whom can you learn more about the problem? What criteria does your ideal interviewee meet? Note down three to five people, at best in your immediate environment, whom you can interview. Where could you meet him/her?

Person 1: _____

Person 2: _____

Person 3: _____

Person 4: _____

Person 5: _____

Tip: telephone interviews:

You do not have the possibility to meet the person? Then simply conduct a telephone interview (10 - 15 minutes). Ideally, the person you are talking to is interested and you can call them again. The best thing, of course, is to be able to use contacts once they have been established over and over again. What can you do for the bond?

Tip: Focus on the target group and interview them:

It is of course easier to find a friend and talk to them about your founding idea. This only makes sense if the acquaintance is also part of the target group and/or user.

Tip: Interview on site:

The best way to gain new insights and knowledge is an on-site interview. This not only allows you to interview several users directly, but also to observe their behavior.

What topics do you want to cover in the interview? What do you not know yet?

Key issue 1:

Key issue 2:

Key issue 3:

Write down key points, how you introduce yourself to the interviewer and what/ how much you want to say about the problem:

Develop an opening question that breaks the ice, such as "Did you find it easy to get here? (If appointment is at your site)"

Before you can address the key questions, you should establish a relationship of trust between you and the person you are interviewing. Write down questions that can create trust:

1

2

3

Tip: Get your interviewer to tell a story and ask for stories. Examples: "Where did you enjoy the sun on the weekend?" or "When did you went last week ... Why? How was that?" etc.

Tip: Ask open questions. You should avoid closed questions or suggestive questions.

Now formulate key questions. What information is central? What do you really want to know? Compare it with the core issues you have previously worked on.

1. Key question:

2. Key question:

3. Key question:

For each question, develop in-depth questions and find out what pain points and emotions your interviewee has with these topics.

1. In-depth question:

2. In-depth question:

3. In-depth question:

Now it is time to summarize everything in an interview guide.

Intro:

Entry question:

Question of trust:

Key question 1:

In-depth question 1:

Key question 2:

In-depth question 2:

Key question 3:

In-depth question 2:

Closing:

And what happens with the data? You can prepare, summarize and evaluate the conversations:

What we want to know?	What is our assumption/hypothesis?	What do we expect as an answer?	What is the answer? Justification?	Derived action