**Conducting customer interviews**

Your startup likely has many untested assumptions. Before you start building your startup, you’ll need to create a plan to validate those assumptions.

It’s critical to the customer discovery process to talk to your potential customers, ideally in person. We’ll give you a starting point for the process by explaining how to create an interview guide, but you’ll need to think of questions that are relevant to your product and market.

Before you go out to interview prospective customers, create an interview guide you can use while meeting with them. Include an introduction, problem and product questions, and follow-up questions.

You’ll need to recruit at least five prospective customers for one-on-one interviews. Avoid random interviews with friends, family or people at coffee shops.

Try to do the interviews all in one week, and have a friend there to take notes or record the interview so you can be 100% focused on the customer and asking questions.

**Interview checklist:**

* Complete your own interview guide.
* Recruit at least five participants.
* Schedule and confirm participants.
* Summarize data and plan next steps.

**Customer discovery validation:**

* Your prospective customer has this problem.
* They have searched for a solution.
* This customer can purchase your solution.

**Interview tips:**

* Ask open-ended questions.
* Prepare to talk broadly about your industry (such as trends, conferences and competitors). Don’t sell to the customer.
* Focus on listening and learning about the customer’s problems.
* Ask your interviewees for to recommend other participants to you.

**Notes:**