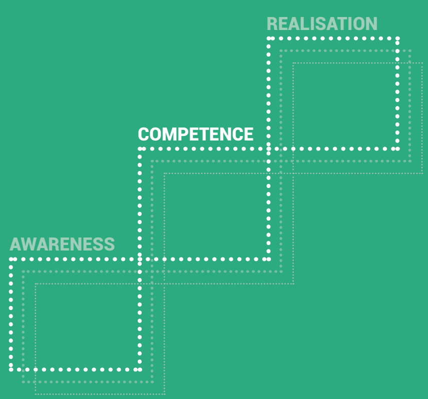
COMPETENCE
CUSTOMER DISCOVERY INTERVIEW GUIDE



DESCRIPTION

The interview guide is intended to help researchers structure their approach to their stakeholders/users before they contact them. It is a short checklist for researchers who want to do customer discovery interviews and engage with users, stakeholders or collaboration partners outside academia. They might find it useful in their efforts to learn more more about the market or clinical unmet need, in testing their minimal viable product or in filling out their Business Model Canvas with valid assumptions.

For additional inspiration visit www.talkingtohumans.com

If you want to know more about how we have worked with this tool, contact:
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or contact the Tech Transfer office at your university, if you want to know more in general about entrepreneurship and commercialisation.

Acknowledgements: Maija Strala Ibsen, Aarhus University

TOOL 1:2

The purpose of your call/interview	Stakeholder (company, organisation etc)/Segment	The type of respondent	How do you get access to them	Done by/Deadline

TOOL 2:2

1. Intro	Questions	3. Final
Warm up question:	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	Do they have any final remarks?

HOW TO USE THE TOOL

You should fill out the guide before you approach your stakeholders/users and customers/partners/potential advisors or key opinion leaders.

1.
Start with filling out your basic assumption about your customers/stakeholders.

2.

a. Define your segment – is it a big company, end users, a specific type of organisation etc.?
b. Define which type of respondent you want to talk to in the segment –i.e. mainstream users, marketing people, purchasers etc.
c. Find out how to reach the specific types in the segment (phone, email, physical meetings)
d. Find out how you access them and who in your team should do it.
e. Set a deadline for the interviews to be done and keep it – that will help you to get them done

HOW TO USE THE TOOL

3.

Formulate open-ended questions (no ‘yes’ and ‘no’ questions, but rather ‘how’, ‘what’, ‘when’, ‘why’ etc.) and prioritise them in a list. It is a good idea to start with a few lines introducing yourself and explaining why you are contacting them. While you might have told them that already in an email, for the sake of clarity it is a good idea to repeat it to set the frame for the interview. If you are in doubt about how to formulate the questions, you can find inspiration in this literature:

- E.G. Ladner, Sam 2014: Practical Ethnography. A Guide to Doing Ethnography in the Private Sector
- Blank, Steve 2013: Customer Discovery Skills (https://bit.ly/2B6iF5N)
- Mochly-Rosen, Daria & Grimes, Kevin 2014: A Practical Guide to Drug Development in Academia (e-book) https://bit.ly/2B6iF5N

4.

Conduct the interviews and use the insights you gain to fill out the Business Model Canvas or other similar canvasses. If you have after an interview additional questions, do not hesitate to contact your respondents again. Most people are very willing to help if you ask them.

HOW TO PLAN A WORKSHOP

WHAT SHOULD THE FACILITATOR PREPARE?

Theory about why customer discovery is important. Below are some suggestions for literature for you as a facilitator to read before preparing the workshop:

- E.G. Ladner, Sam 2014:
  Practical Ethnography. A Guide to Doing Ethnography in the Private Sector
- Blank, Steve 2013:
  Customer Discovery Skills
  (https://bit.ly/2B6iF5N)
- Mochly-Rosen, Daria & Grimes, Kevin 2014:
  A Practical Guide to Drug Development in Academia
  (https://bit.ly/2B6iF5N)

Print the interview-guide template

DURING THE WORKSHOP. DESIGN, ELEMENTS AND TIMING

THE WORKSHOP. APPROACHING YOUR STAKEHOLDERS

Time	Theme	How to teach	Materials
10 min	Why customer discovery and theory?	Lecture on why customer discovery is relevant and present the theory	www.talkingtohumans.com
15 min	The purpose	Engage them in discussion: what is the topic/purpose of the inter-view/phone call they want to book?	
30 min	Target list	Filling out their target list and giving peer-to-peer feedback: • **Stakeholder type** (company, organisation etc)/ Segment of users • **The type of respondent** • **How to get access to respondents** • **Done by and deadline**	Print empty interview guide template to fill out
15 min	Exercise	How to present themselves - phone calls	
15 min	Lecture on interview techniques	How to conduct semi-structured interviews, what kind of questions to ask during interviews	Question examples
30 min	Exercise	Filling out their own interview guide and giving peer-to-peer feedback	
15 min	Lecture on insights	How to gather and summarise the insights from the interviews	

By the end of the workshop, the participants should have filled out the interview-guide.

HOW TO PLAN A WORKSHOP

DIDACTIC SUGGESTIONS

Use most of the time on exercises – where participants train their interview techniques to give them hands-on experience in applying them. It can be very intimidating to contact people to ask for interviews, so it is very important that you as a facilitator keep encouraging them to make the first call. Our experience is that the researchers immediately feel more confident after the first call. An exercise could be, for example, that you already have some people that they should call during the workshop to practice. For example, we had some colleagues ready by the phone who the researchers could call and practice their interview guide before calling actual respondents.