

10 Tricks and Insights for Customer Interviews



Brian Dorricott

<http://briandorricott.com.au>

brian@briandorricott.com

+61(0)434 799 829

**TO FAIL FOR
UNPREDICTABLE REASONS IS “OK”
BUT
TO FAIL FOR
PREDICTABLE REASONS IS NOT ACCEPTABLE.**

BASIC

\$0

11 Complimentary
Nuggets
AI Recommendation

Register

STANDARD

\$28pm

11 Complimentary
Nuggets
10 Enhanced Nuggets
AI Recommendation
Q&A for each nugget

Register

WEBINAR

\$42pm

11 Complimentary
Nuggets
10 Enhanced Nuggets
AI Recommendation
Q&A for each nugget
Monthly [Webinars](#)
Shared monthly Q&A

Register

MASTERMIND

\$197pm

11 Complimentary
Nuggets
10 Enhanced Nuggets
AI Recommendation
Q&A for each nugget
Monthly [Webinars](#)
Shared monthly Q&A
Monthly Mastermind
Session

Register

1-2-1

\$274ph

11 Complimentary
Nuggets
10 Enhanced Nuggets
AI Recommendation
Q&A for each nugget
Monthly [Webinars](#)
Shared monthly Q&A
Monthly Mastermind
Session
1 hour 1-2-1
16% discount 20 hours

Apply



Discovery

Problem

Solution

Finance

Launch

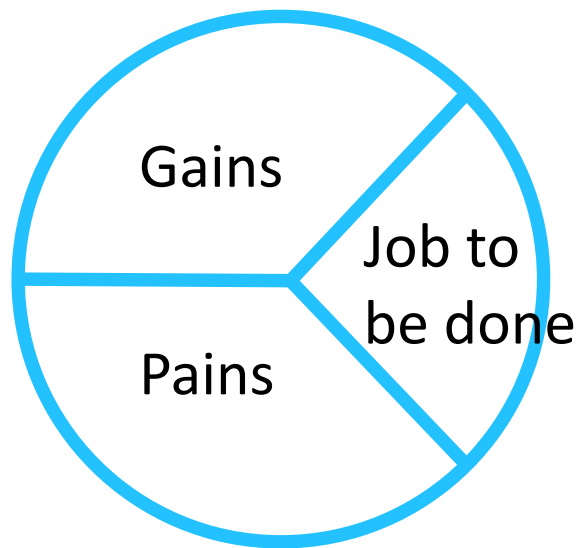
Why

How

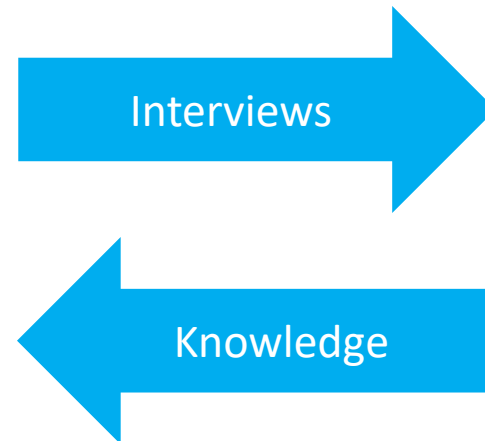
What

Can

Now



Customer's world



Impact on your project

Right First Time

Become Expert

Know the Customers' World

Find the First Customers

Learn the Language

Discover Correct Pricing

First some theory...



Paul MacLean (1913 – 2007)

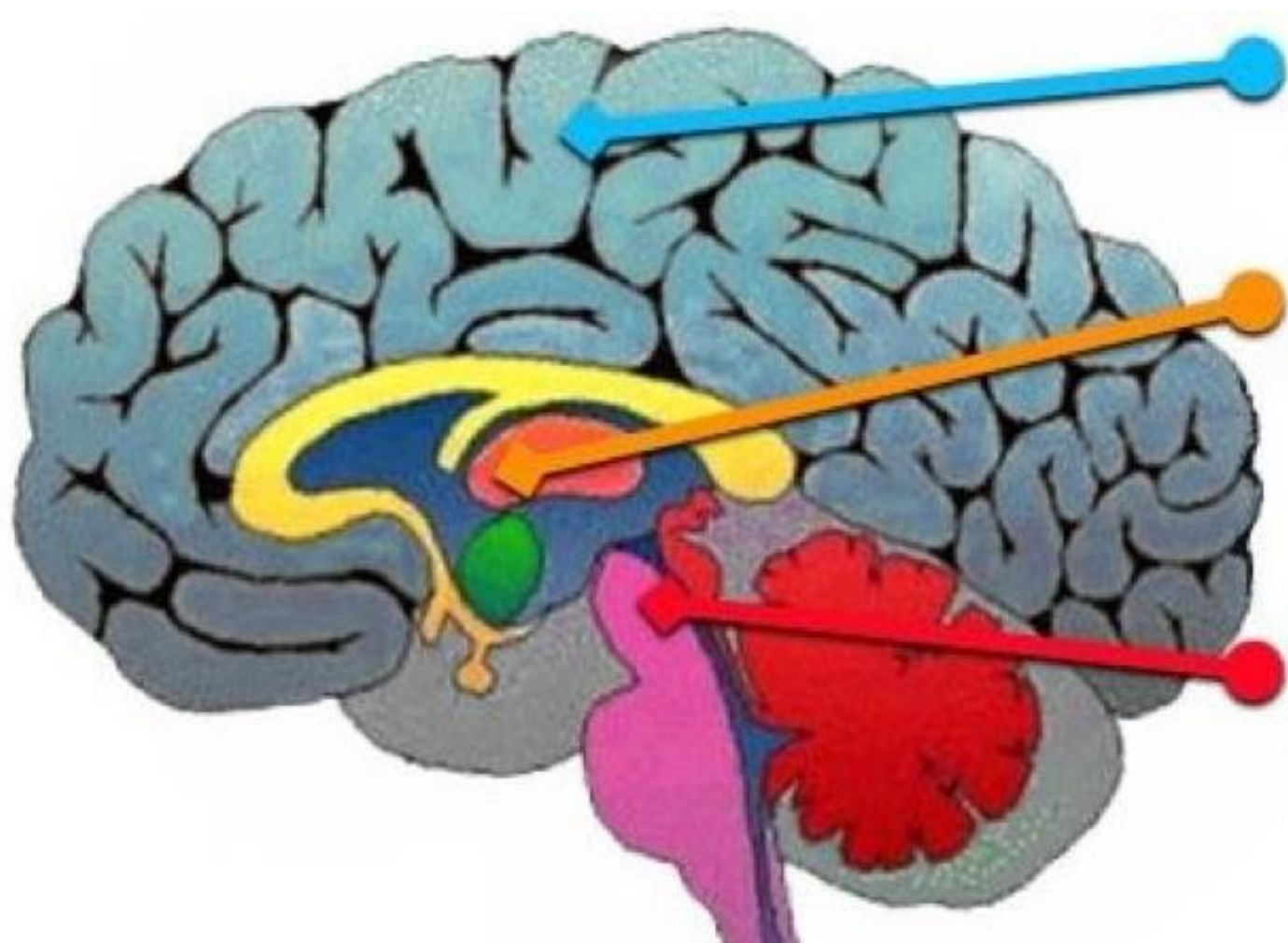
Neuroscientist

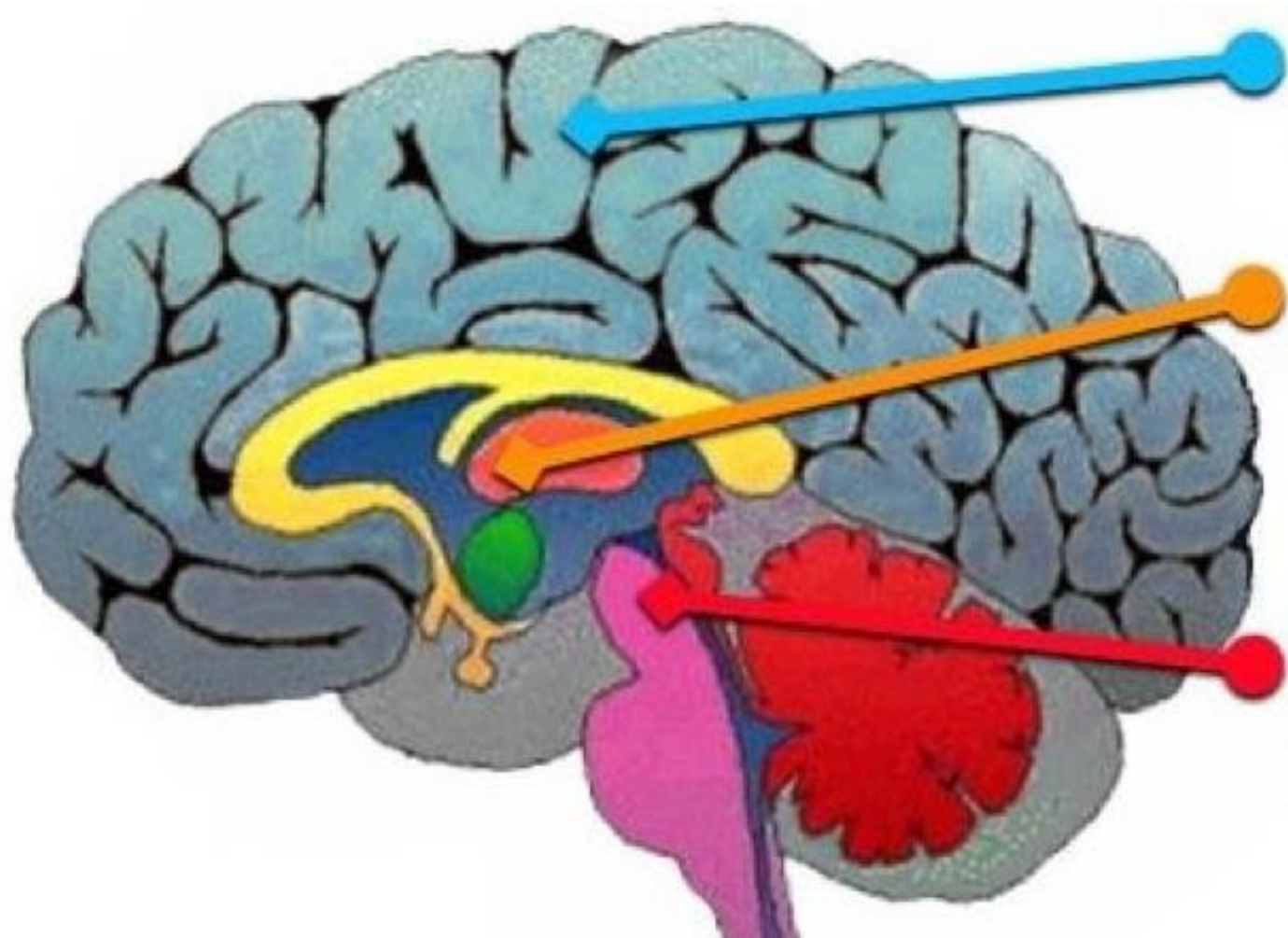
Yale Medical School

1960's published 1990

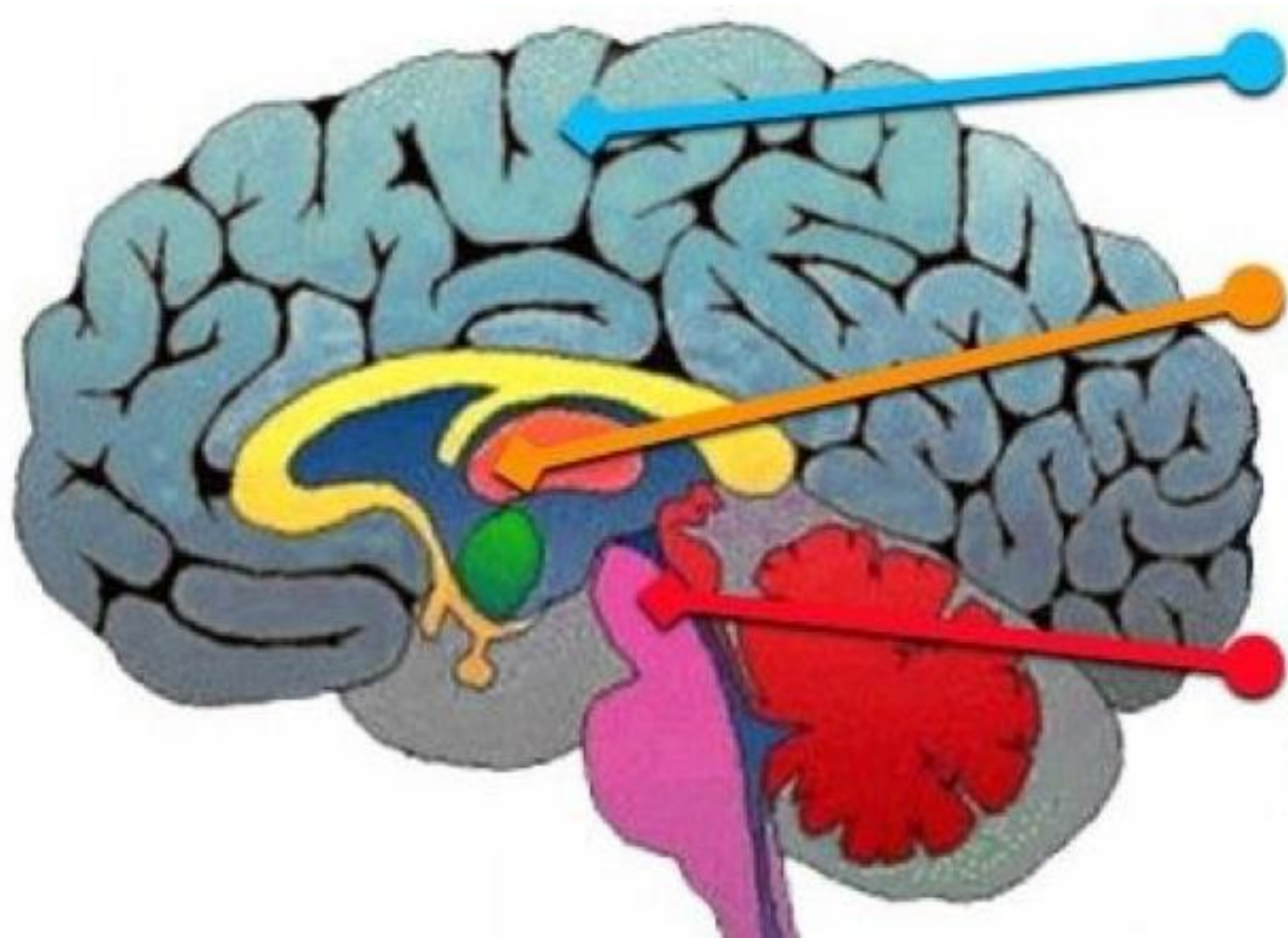
Nonmammalian or Triune Brain

Evolutionary theory





Reptilian Brain:
Instinctual or Dinosaur
Brain

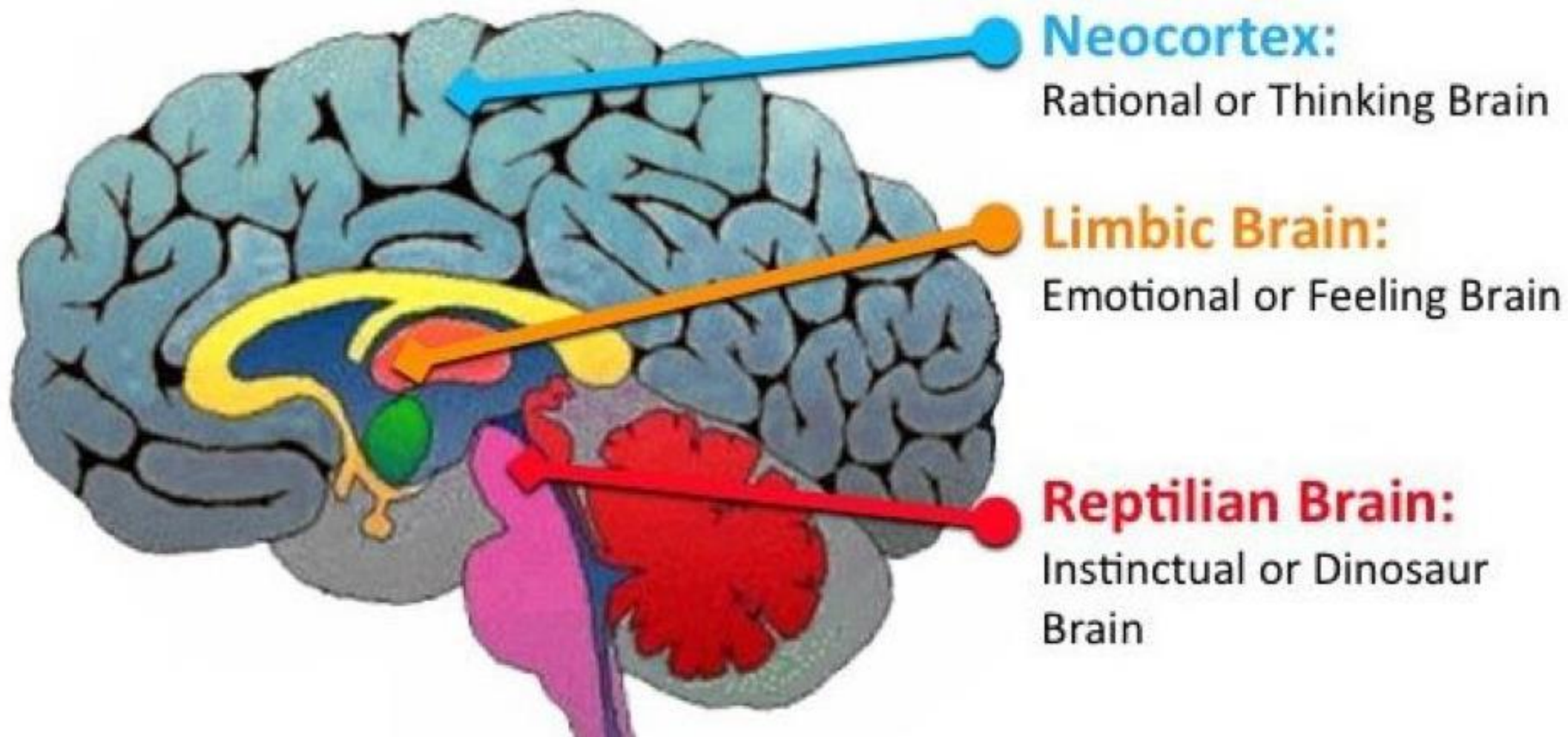


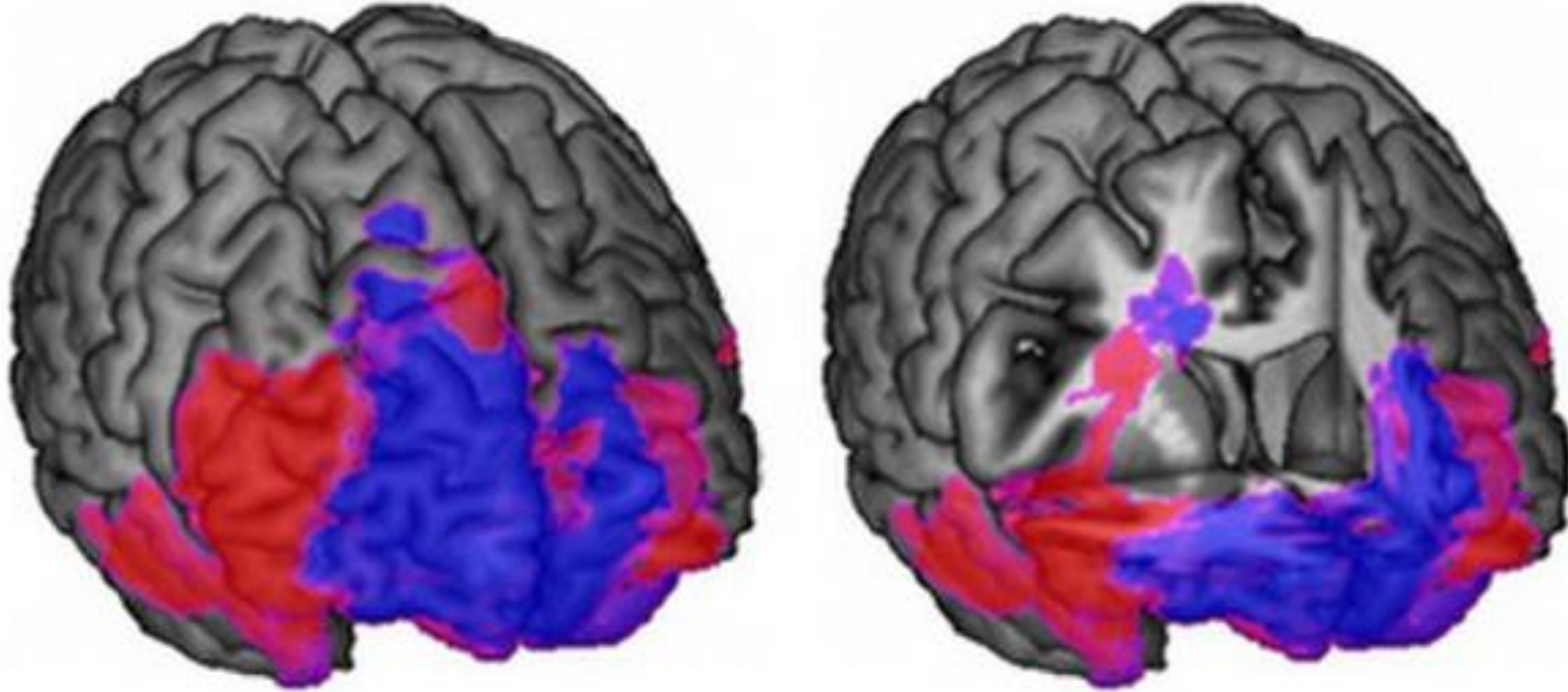
Limbic Brain:

Emotional or Feeling Brain

Reptilian Brain:

Instinctual or Dinosaur
Brain





NRMI scan of Decision Making part of brain (Blue)

Results feed into

Customer personas

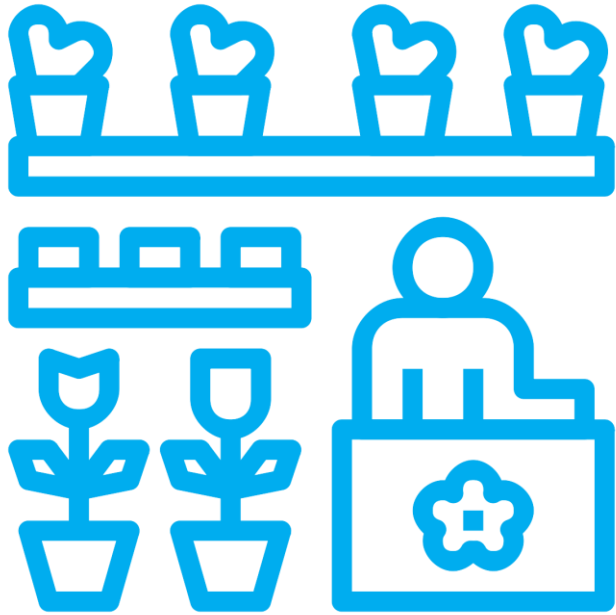
Brand discussions

IP Protection strategy

You becoming an expert

Your confidence!

Our “Case Study”



The 4 Parts



Introduction



Face-2-face > phone > email

“Beneficiary”, “Customer” or “User”

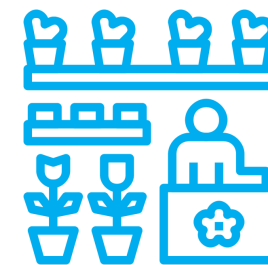
Create empathy / connection / rapport

Introduction

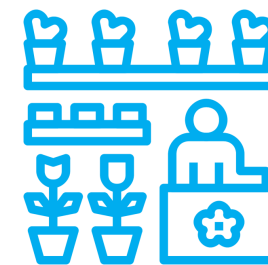
- Use “because”

- Use recognised brand (if possible)

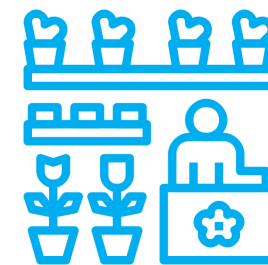
- Ask permission for their time



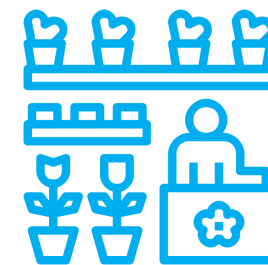
“Hi, I often walk past your shop and wondered if you had a six minutes to help me with some research because I’m writing a report for my boss.”



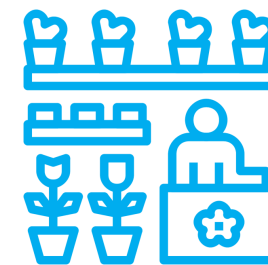
“Hi, I often walk past your shop and wondered if you had a six minutes to help me with some research because I’m writing a report for my boss.”



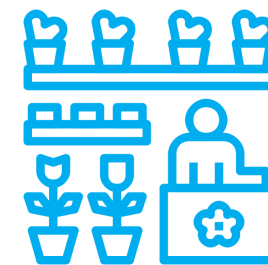
“Hi, I often walk past your shop and wondered if you had a six minutes to help me with some research because I’m writing a report for my boss.”



“Hi, I often walk past your shop and wondered if you had a six minutes to help me with some research because I’m writing a report for my boss.”



“Hi, I often walk past your shop and wondered if you had a six minutes to help me with some research because I’m writing a report for my boss.”



“Hi, I often walk past your shop and wondered if you had a six minutes to help me with some research because I’m writing a report for my boss.”

Demographics

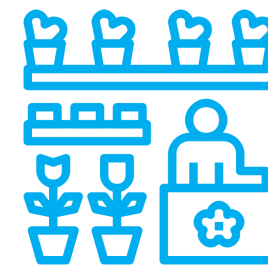


Has this problem?

Size of business

Age, trade, etc.

Could close interview if not right person.



We know they are our demographic.

They are a florist?
(not customer, employee?)

Discovery – looking for



Facts (why it's a problem)

Time (when it happened, how long to fix)

Costs/money (current solution, budget)

Impact (desire to fix the problem)

Language (terminology)

Where to get questions

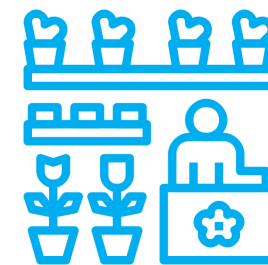


Look at Value Proposition

Three highest impacts if wrong?

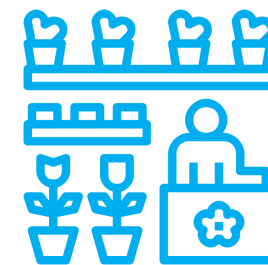
Formulate question to test

Why, When, What, Where, How

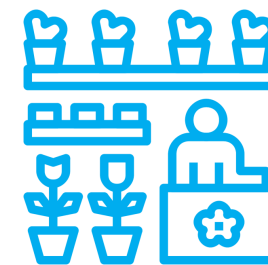


Assumptions:

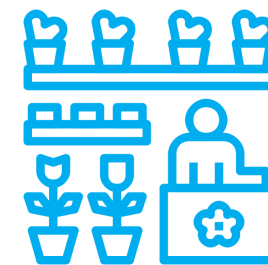
1. Flowers dying is a major cost to owner.
2. Owners throw old flowers away.
3. Florists don't know age of flowers.



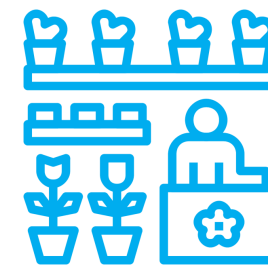
“I know that running a florist has a lot of challenges, would you mind telling me what the biggest challenge was yesterday?”



“I know that running a florist has a lot of challenges, would you mind telling me what the biggest challenge was yesterday?”



“I know that running a florist has a lot of challenges, would you mind telling me what the biggest challenge was yesterday?”



“I know that running a florist has a lot of challenges, would you mind telling me what the biggest challenge was yesterday?”



Listen

Use “Oh, I see”, Silence, “Hmmm..”

Encourage stories

Take (mental notes) of Pains & Gains

Listen

Continue with

clarification

next question

Close



“What did I not ask?”

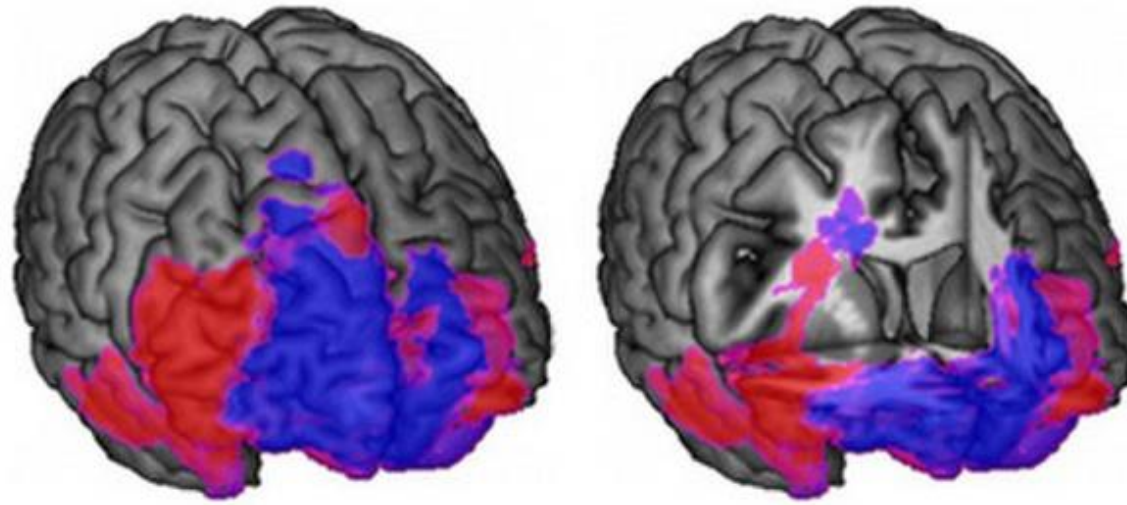
“Would you like to know the results of my research?”

“Who else do you suggest I interview?”

Tips so far...

1. Talk about the past
2. Empathy – language
3. Listen for Pains & Gains
4. Silence is golden (also “Um”, “OK”)
5. Encourage stories (“Tell me about when...”, “Can you expand on ...”)

6. “Why?”



7. Your Product



8. One view is not proof!

< 10 low confidence OR interviewees too similar

Around 40 - diminishing returns, increasing confidence

100+ Confident about problem & ecosystem

400+ Some investors ask for evidence..

9. Don't lead witness

When would you use my app?

9. Don't lead witness

When would you use my app?

9. Don't lead witness

When would you use my app?

10. Don't justify

Listen – disagreement is valuable

How you come across
Something you didn't expect

When you leave...

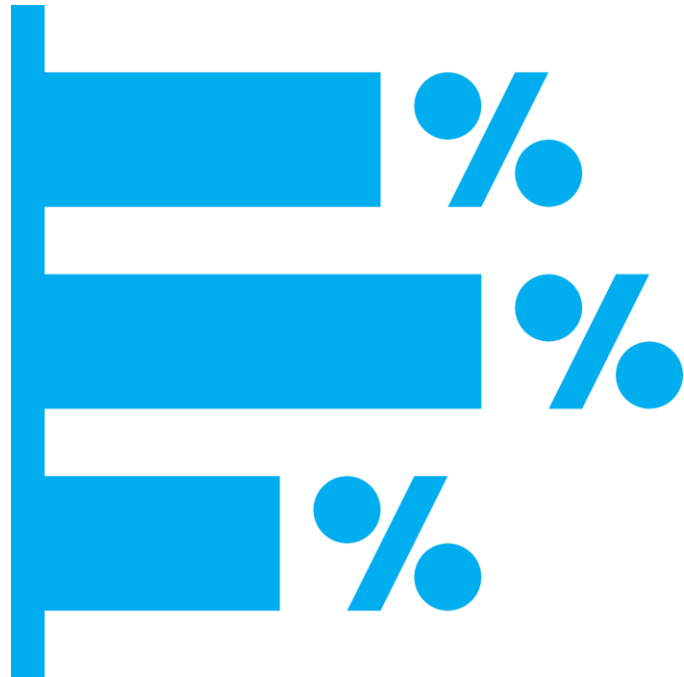
Write up your notes.

Review impact of learnings.

Improve questions.

Test new assumptions?

Poll



What would you like the next webinar to be:

What is the Value Proposition?

Where to find first interviewees

Where to find more interviewees

How do I combine all the results?

Next webinar: Where to find interviewees



Wednesday, 20-Mar-19

Same place, same time
12:30 or 20:00

Invite others!

What next?



<https://www.briandorricott.com.au/webinar-190220/>

Mastermind Group



People similar position as you.

Benefit of brainstorming your current problem/ideas.

Only 8 people.

Email brian@briandorricott.com

Any Questions

