



Customer Interviews – Discovery

Conduct Discovery Interviews to explore the unknown. Understand your customers' needs, behaviors, pain points, and aspirations to find opportunities or problems you could tackle.

DATE:

ABOUT THE PERSON: Age, Gender, Position, etc.

YOUR SCRIPT

OPENING→

Welcome the participant and set the purpose
Tell the interviewee what they need to know

MAIN PART→

What do you want to learn more about the customer?
Which parts of their routine do you want to know more about?
How can you encourage the person to describe specific frustrations, annoyances, or workarounds?
How will you uncover real-life examples?

CLOSING→

Thank the participant for their time and effort
Collect any final thoughts if there are any

YOUR INSIGHTS

OPENING

Notes & Answers

MAIN PART

Notes & Answers

CLOSING

Notes & Answers

SYNTHESIS

PAINS

Which aspects of their experience cause annoyance or difficulty?

GAINS

Did the user describe any wishes or goals they want to achieve?

EMOTIONS

Were any strong emotions (frustration, relief, satisfaction) mentioned or implied?

DELIGHTS

Did the user share any moments that were unexpectedly positive?

REFLECTION

Did you notice a blind spot?
What would you keep or drop for next time?
What patterns are you seeing?

BEFORE

DURING

AFTER