



Customer Interviews – Validation

Conduct Validation Interviews to test assumptions of a proposed concept or prototype, to gather concrete feedback which helps you to refine or pivot your solution.

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
Explain your idea/concept or show your prototype

MAIN PART→

What do you want to test?
What do you want the interviewee to try or react to?
How can you encourage honest, unfiltered reactions?
What will you ask to learn about improvements?

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

WHAT WORKED WELL?

Where did your solution meet expectations?
What features or moments led to satisfied or enthusiastic feedback?

EVEN BETTER IF...

What could be improved for the user?
What parts caused confusion or extra effort?

REFLECTION

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

BEFORE

DURING

AFTER