Product discovery interview

Product discovery is the flexible phase where you and your team can focus on building the right product as opposed to building the product right (which describes the product delivery phase).

During this critical phase, understanding a user's problems and uncovering the real meaning behind what they say so you can deliver a valuable solution is, well... the aim of the game.

This is where product discovery interviews come in. They help you to really understand your users and their problems. These types of interviews are broader and more open-ended than other customer interviews. They're meant to help define problems, generate ideas, and empathize with users.

Follow the example template below, which is focused on products related to remote/hybrid work, to help structure your product discovery interview. Of course, you can change things up to suit your specific needs:

Date of Interview:	
Interviewers:	
Customer Name:	
Customer Contact Info:	
User's Role:	
Company Name:	

Key goals

What is the customer/user doing to facilitate hybrid work for employees (tools and processes)?

What are the customer/user's short-term focuses and longer-term focuses (return to work/hybrid)?

What are the primary uses for ABC product and primary uses for XYZ product?

Notes

- Keep the conversation casual and less formal.

- Try to standardize the below questions, but try not to make it feel too structured.

- Duplicate this template so that you can keep a page for each interview with notes.

Script

Consent to record

"Thanks for taking the time to participate in our study. Just so you know, the information shared will only be used for internal research purposes.

With that, do you mind if we record this session?"

‹Get verbal consent›

Intro

"Hi, ‹customer name›. I'm [your name] from our User Experience/Product team, and I'll be running today's session. I'm joined by a few folks from the broader product team who will be observing, and time permitting, may ask a few follow-up questions along the way.

Today, we'll focus on gaining a better understanding of your primary use of the ‹Product Name›, and how it relates to the facilitation of a hybrid work environment for your organization.

There are absolutely no wrong answers here. This isn't a test of your knowledge of the software/subject matter.

Before we begin, do you have any questions?"

Interview Questions

Intro

What is your role?

How long have you been with the company?

Hybrid Work

Do you currently have employees back in the office?

When do you plan to return in some way?

Are you planning on being mostly in the office, remote, or mixed?

How do you plan to accomplish that?

What tools are you using? (this shouldn't be just about products - we want to know what they are doing to solve problems generally)

Why are you using those?

Specific Problems

What is the biggest challenge you're facing right now with returning to the office or hybrid work?

What do your employees think?

Product Specific

Are you currently using both our products?

What do you use ABC product for? Can you give us some examples?

What do you use XYZ product for? Can you give us some examples?

What led you to get two different products?

What are your current pain points?

Product Opportunity

If you could create an ideal solution, what would that look like to you?

Why is that ideal for you?

General Notes

List notes or thoughts in this section:

Observations

Highlight problems, takeaways, and opportunities you observed during the interview.

Problem:

Takeaway

Opportunity

Problem:

Takeaway

Opportunity