

Conducting A Great User Interview

What is the Goal?

- Validate an idea
- Invalidate an idea
- Learn and adapt
- Find product / market fit

Product / Market Fit

- It is **not** just interest
- True test is \$\$
- A switch from **push** to **pull**
- See the user **imagining** their life with the product, and **planning** for it

Things to Test and Adjust

- Problem
- Product
- Market
- Wording

Finding People to Talk To

- Your current network
- Become a **visible** expert in the space
- Conferences / events / meetups
- Cold emails

Cold Emails

- Keep it short, make it easy
- Find a way to personally connect
 - "...also an entrepreneur in Indy..."*
- Follow up, follow up, follow up
 - "Did you get my last email?"*

Conducting the Interview

- In person > video > phone > email
- Ask to record

What NOT to Do

- Don't talk very much
- Don't put ideas in their heads
- Don't describe your solution
- Don't ask what they want

Don't Ask Yes or No Questions

- Bad:

"Do you have that problem?"

- Change to:

"How does that problem rank among your day to day priorities?"

Don't Ask Yes or No Questions

- Bad:

“Does that sound like a good solution?”

- Change to:

*“Why might that work or not work for
your business?”*

Don't Ask Yes or No Questions

- Bad:

“Do you know anyone else I could talk to?”

- Change to:

“Who are two or three other people who might be interested to talk about this?”

What to Ask About

- Factual questions
- Past behavior
- How things operate now
- What they **don't** want
- What they see **others** doing

Dig In Deeper

- Understand **why**

"Interesting - tell me more about that."

"... how does that work?"

"Describe how..."

"What was a time when..."

Competing Products

- Don't despair - that's good!
- Ask what they like
- Ask what they don't like
- *"What would it take for you to switch?"*

Ask for Referrals

- Warm leads respond MUCH better than cold leads
- Doesn't have to be on the call - say you'll email later to ask
- Can ask for an intro email

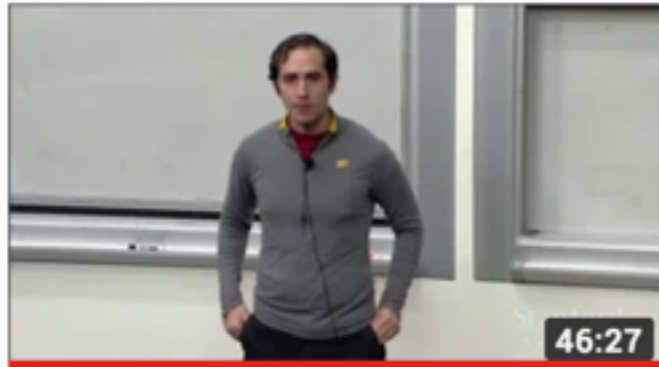
After the Interview

- Follow up!

“I’ll definitely let you know when I have more to show you.”

- Make changes
- Do more interviews until you stop learning new things

Videos



Lecture 16 - How to Run a User Interview (Emmett Shear)

How to Start a Startup • 76K views • 3 years ago

Lecture Transcript: <http://tech.genius.com/Emmett-shear-lecture-16-how-to-run-a-user-interview-annotated> Building product, and

CC

<https://www.youtube.com/watch?v=qAws7eXItMk>

How to Find Product Market Fit

How to Find Product Market Fit - CS183F

stanfordonline • 39K views • 11 months ago

Peter Reinhardt, co-founder and CEO of Segment, shares his experience on finding product market fit.

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48:11

https://www.youtube.com/watch?v=_6pl5GG8RQ4

Thank You!



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