

Customer Interview Notes

Interviewee: *[For privacy's sake, do not include last names.]*

Interviewer:

Observer:

Date:

Interviewee's Background

[How do they fit into your target customer profile?]

Responses to Key Questions

[List your top 3 questions and summarize the interviewee's responses to them.]

Observations

[What else did you learn? Capture quotes: they can be very powerful when synthesizing research findings.]

Implications for Solution: *[Did you learn anything that changes how you think about potential solutions?]*

Implications for Further Research: