



Uncovering Users' Needs—Interviewing Techniques to Get More Meaningful Data

Customer Interview Guide Sample

Introductory Remarks:

[How will you describe who you are, your research objectives, how you will protect confidentiality, etc.?)

Top 3 Questions

- 1.
- 2.
- 3.

Other Questions: *[List other questions you may pose, ordering them as you might in an interview and interspersing your top three questions within this ordering. Be flexible with your question order when you conduct interviews. Keep things natural and go with the flow.]*