

**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: