**SAMPLE CUSTOMER INTERVIEW NOTES WORKSHEET**

|  |  |
| --- | --- |
| Name:  |  |

|  |  |
| --- | --- |
| Business Name: |  |

|  |  |
| --- | --- |
| Date: |  |

|  |  |
| --- | --- |
| Customer name: |  |

|  |  |
| --- | --- |
| Customer contact info(phone/email): |  |

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| --- | --- |
| Customer job title and company(if applicable): |  |

What 1 to 3 hypotheses are you testing in this interview?

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What 4 or 5 questions will you ask?

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What were the customer’s responses?

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What were the 2 or 3 biggest take-aways?

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