PACKED POCKETS
CHEAT CODES FOR ENTREPRENEURS

Customer Interview Script Pack

Validate Startup Ideas Fast — Free Download

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Introduction

Talking to potential customers sounds simple — until you sit down and realize you don't know what to ask. Too many founders skip real conversations and build in the dark, wasting months on ideas nobody really wants. The difference between a guess and a business that sticks is hidden in those early chats. Without the right questions, you'll either get polite fluff or lead people into saying what you want to hear.

The Customer Interview Script Pack makes this process simple and practical. Inside you'll find 10 detailed scripts designed for different stages: discovering problems, testing solutions, exploring pricing, understanding churn, and more. Each script includes 5–10 tested questions plus conversation guidance so you can run them immediately. These interviews will help you capture honest insights you can act on, instead of assumptions.

How to Use This Pack

1. Choose the script that matches your goal (validation, pricing, retention, etc.).

2. Customize it with names and context for your audience.

3. Run 5–10 interviews; keep it conversational and listen more than you talk.

4. Use probing follow-ups to dive deeper.

5. Capture notes and look for repeated themes.

1. Problem Discovery Interview

Use this script when you want to uncover whether a problem truly exists and how painful it is. Helps you avoid building solutions for problems nobody cares about.

- What's the hardest part of doing [activity/problem area]?
- Tell me about the last time that happened.
- How often does this problem occur?
- What have you tried to fix it?
- What don't you like about those attempts?

Notes:

2. Solution Exploration Interview

Best for exploring what a customer's ideal solution would look like, without pitching your own idea too early. Helps frame feature priorities.

- If a tool could ease this challenge, what would ideal look like?
- How would you expect it to behave or integrate into your workflow?
- What would be nonnegotiable for you?
- What frustrations must it avoid, given your past attempts?

Notes:

3. Pricing & Willingness-to-Pay Interview

Use when you want to test value perception and pricing thresholds. Helps avoid underpricing or building a business customers won't pay for.

- How much do you currently spend (time/money) dealing with this?
- What feels too cheap to be credible?
- What feels too expensive to consider?
- If this solution cost $X, would you buy it? Why or why not?
- If it were free, would you use it? What would stop you from paying?

Notes:

4. Competitor / Substitute Switching Interview

Ideal when customers already use something else. Reveals gaps, frustrations, and switching triggers.

- What are you using now to solve this?
- What do you like about it?
- What frustrates you about it?
- What made you try or would make you try something else?
- If another option had X, how likely would you be to switch?

Notes:

5. Onboarding & First Use Interview

Run with early adopters after first use. Surfaces friction and confusion you must fix before scaling.

- What was your first impression when you started using it?
- What was confusing or unclear?
- Where did you hesitate or struggle?
- What feature or step would you fix first?

Notes:

6. Retention & Churn Interview

Best for existing or former customers. Reveals what drives loyalty and what triggers cancellations.

- Why did you keep using it?
- What nearly made you stop?
- What benefit do you use the most?
- What would make you cancel tomorrow?
- If you left, what would bring you back?

Notes:

7. Post Purchase / Usage Interview

Run after several weeks or months of use. Shows long-term value perception and adoption barriers.

- What changed for you after you started using it?
- Did anything surprise you?
- What turned out harder than expected?
- How often do you return to it?
- How do you measure success or value here?

Notes:

8. Failed Conversion / Lost Deal Interview

Best for prospects who didn't convert. Reveals objections and barriers in your sales process.

- What stopped you from moving forward?
- What other options were you looking at?
- What concerns or objections mattered most?
- What would have changed your mind?

Notes:

9. Feature Validation Interview

Run before building a major feature. Helps test demand and prioritize development.

- Would you use this feature? How?
- What's your ideal way of interacting with it?
- What do you currently use that's similar?
- How would you prefer to pay for this — add-on, subscription, one-time?

Notes:

10. Referral & Advocacy Interview

Best for finding out why users recommend (or don't recommend) your product. Critical for word-of-mouth growth.

- Who would you tell about this?
- Why would you recommend (or not recommend) it?
- What excites you to refer a product?
- Have you recommended it before? Why or why not?
- What reward would increase your likelihood to refer?

Notes: