#### User Interview Questions

**Created with ❤ by** [**Product-Led Institute**](https://productled.com/)

#### **The Point of Purchase**

* When did you purchase the product?
* How did you purchase the product?

#### **Finding the first thought**

* When did you first realize you [needed something to solve your problem]?
* What were you doing, or trying to do when this happened?
* Before you began [using the current solution], how did you solve these same problems in the past?
* When did you realize the old way wasn’t working?
* When were you forced to make a change?
* Was there a deadline or specific event you needed to be ready for?
* What alternatives did you consider before using [the solution]?
* What was good or bad about each of those?
* What was the hardest part of figuring out what solution to use?
* Was there any point where you got stuck?
* With [the solution], what can you do that you couldn’t do before?
* Did you alone make this decision to change, or was someone else involved?
* What other changes did you have to make to integrate [the solution] into your life?

#### **Building the consideration set**

* Tell me about how you looked for a product to solve your problem.
* What job are you ultimately trying to get done?
	+ Were you able to accomplish this with [your product]?
* What kind of solutions did you try? Or not try? Why or why not?

#### **Be curious about emotion**

* Did you ask anyone else about what they thought about the purchase you were about to make?
* What was the conversation like when you talked about purchasing the product with your <spouse/friend/parents>?
* Before you purchased it, did you imagine what using the product would be like? Where were you when you were thinking this?
* Did you have any anxiety about the purchase? Did you hear something about the product that made you nervous? What was it? Why did it make you nervous?
* How do you use the product you’ve purchased?
	+ Are there features you use all the time? How?
	+ Are there features you never use? Why not?
	+ What’s something you wish [your product] could do?

**Post Purchase**

* How did you explain [product] to your friends?