User Research Interviews: Worksheet

# Step 1: Identify Your Active Customers

Aim to find at least three active customers that you would like to have a conversation with.

# Step 2: Send Active Customers An Email

Feel free to use these [email templates](https://docs.google.com/document/d/1RmKkfckZ8ZJHPOw6lRj8GXlA7em1CSLrtI8lHWwyvas/edit?usp=sharing) or create your own email.

# Step 3: Complete & Record 10 User Interviews

Use [these questions](https://docs.google.com/document/d/1IcXdW3Sln00oEBGLkRZ2N7Eo0B80Oa0rk9YKMn2iauw/edit?usp=sharing) to understand the core situations and reasons that drove your users to purchase your product.

*Pro tip: don’t feel like you have to ask all of the questions. Depending on what direction the conversation takes, use your best judgement to pick out the questions that will result in the most meaningful insights.*

# Step 4: Organize interview transcripts to find insights

Use our [Customer Data Spreadsheet](https://docs.google.com/spreadsheets/d/1OLEeTqFcp4z-A-E2FqXZdorsLyAwZGk9Z6Rfnn_e69M/edit?usp=sharing) to quickly organize your insights from each interview. This process will help you identify patterns and identify what are the driving forces behind someone purchasing your product.