ONE PAGE SUMMARY

Entrepreneurship & Startup › Product Development & Product Management › Product Discovery

# Problem interviews

Unlocking customer needs through effective problem interviews.

## DEFINITION

> Problem interviews are conversations with potential customers to identify their pain points and needs. This process helps entrepreneurs validate ideas and refine product concepts.

## KEY CONCEPTS

**Open-ended questions**

These encourage detailed responses, allowing deeper insights into customer problems.

**Active listening**

Focus on understanding the interviewee's perspective rather than just asking questions.

**Target audience**

Identify and engage with the right group of potential users for relevant feedback.

**Problem validation**

Ensure that the identified problems are significant enough to warrant a solution.

**Iterative process**

Conduct multiple interviews to refine understanding and adapt based on feedback.

## EXAMPLES

→ Interviewing local coffee shop owners about their supply chain challenges.

→ Discussing with parents about difficulties in finding educational resources for children.

→ Talking to remote workers about their collaboration tool frustrations.

## MEMORY TIPS

★ Remember 'O.A.T.P.I.' for Open-ended questions, Active listening, Target audience, Problem validation, Iterative process.

★ Visualize a funnel where broad questions lead to specific insights.

★ Think of interviews as detective work: gather clues to solve the problem.

## COMMON MISTAKES

✗ Asking leading questions that bias responses.

✗ Failing to listen actively and missing key insights.

✗ Not following up on interesting points raised by interviewees.

## QUICK RECAP

Problem interviews are essential for understanding customer needs and validating product ideas. Focus on open-ended questions and active listening to gather valuable insights. Avoid leading questions and ensure you engage with the right audience.