

CONVERSION MACHINE

MODULE 2

Data Collection

VIDEO 6 Transcript

Customer Development Interviews

Customer Development Interviews

Customer development interviews in my experience and for many others bring about the biggest customer learning for many reasons.

You are not restricted by the questions you choose

In all automated qualitative research (like surveys) you have set questions, this limits the new learning you can achieve from the customer because the questions are very closed or the answers already chosen (for example if the questions have multiple choice answers).

Customer development interviews allow for more open questioning and when an interviewee says something interesting you can dig deeper and learn more by asking why. You can happen across insights you would never have thought of.

Insights that couldn't be found even if you had three harvard PHD's writing your question logic.

You can read people's body language

Unlike most data collection sources with interviews you can read the person's body language.

Even if your calls are over video chat you can still read the body language of the person.

Don't underestimate how much people communicate with their facial expressions and shoulders!

This can be a sure sign to what large pains or huge desires they have.

This information is incredibly important for you in learning your customer 'one true goal'.