Problem Interview

**WELCOME**
- 2 Min
- Set the Stage

**IDENTIFY TRIGGERS AND THE DESIRED RESULT**
- 3 Min
- What moved the customer to seek change?

**EXPLORE EXISTING ALTERNATIVES**
- 5 Min
- Which solution attracted the customer and why?

**IDENTIFY INTERTIA AND FRICTION**
- 15 Min
- Possible problems worth solving

**WHAT'S NEXT**
- 3 Min
- Bigger context and progress roadmap

**SUMMARIZE**
- 2 Min
- The Ask; Permission for the follow up, recommendation

**DOCUMENT THE RESULTS**
- 5 Min
WELCOME
2 Min
Set the Stage

COLLECT DEMOGRAPHIC FEATURES
2 Min
Test customer segments, identify early adopters

TELL A STORY
2 Min
Set a problem context

DEMO
15 Min
Test the solution

TEST PRICING
3 Min
Revenue Streams

SUMMARIZE
2 Min
The Ask; Permission for the follow up, recommendation

DOCUMENT THE RESULTS
5 Min