Diamond Challenge
for High School Entrepreneurs

Session 9: Interviewing 101

Overview

Building a business like a scientists require the gather of evidence to validate or invalidate ideas. One of the most powerful tools for gather evidence is through customer discovery interviewing.

Key Points

- Customer discovery interviewing is a fancy term referring to having a structured or planned conversation with people who fit your customer segment and might have the problem(s) you are trying to solve.
- For initial customer discovery interviews, the script should have six distinct parts:
  1. Welcome
  2. Customer characteristics questions
  3. Exploration of customer experiences
  4. Customer-problem fit
  5. Exploration of customers' world view
  6. Wrap up and ask
- One you succeed in using customer discovery interviewing to confirm that there is in fact a segment of customers who have a big problem that needs a new solution, you'll be a lot closer to launching a successful venture.

Discussion Questions

1. What are the risks associated with asking customers to provide feedback your ideas and/or the problem you're trying to solve?
2. How is this process similar to experiments you do in other science classes using the scientific method? How is it different?

Additional Resources

Steve Blank's vlog post "What is Customer Discovery?"

Venture Atlanta's post on "Customer Discovery Basics"

Forbes article "Customer Discovery Starts With Empathy"

This wikiHow on Reading Body Language

Possible Assignments

1. Make a script for your concept's customer discover interview process, using the 6-steps provided.
2. Make a list of placed you could possibly find your customer segment and how you would go about getting the interview time with them.