

**UNDERSTANDING USERS**

# Interview Script Templates

*Ready-to-adapt scripts for stakeholders, users, and JTBD*

|                           |                                              |
|---------------------------|----------------------------------------------|
| <b>Use this when</b>      | Planning discovery or validation interviews  |
| <b>Time needed</b>        | 30–45 min per interview                      |
| <b>Who's involved</b>     | An interviewer and one participant           |
| <b>You'll end up with</b> | Structured notes on the why behind behaviour |

## How to use these scripts

Good interviews uncover the why behind what people do. These three scripts are starting points — swap the bracketed parts for your situation, and treat the questions as prompts, not a checklist to race through. The best material usually comes from following up on something unexpected rather than sticking rigidly to the page.

### Seven habits of a good interviewer

- **Open, not closed** — ask questions that can't be answered yes or no.
- **Past behaviour over hypotheticals** — “Tell me about the last time you...” beats “Would you ever...”
- **One question at a time** — ask one thing, then stop talking.
- **Follow the thread** — “Why was that?” “Tell me more.” “What happened next?”
- **Don't pitch** — you're here to learn, not to sell or defend.
- **Embrace silence** — a pause often draws out the most honest answer.
- **Get consent** — record only with permission, and take notes either way.

## Script A · Stakeholder interview

*For internal people who know the business — founders, sales, support, delivery.*

**Warm-up**

- What's your role, and how long have you been here?
- Which parts of the product or service do you touch day to day?

**Core**

- How would you describe what we offer, in your own words?
- Who do you think it's really for? Who isn't it for?
- What's working well right now? What clearly isn't?
- What does success look like to you for this project?
- What do you wish the team understood about our customers?
- What's the biggest risk to getting this right?

**Wrap-up**

- What didn't I ask about that I should have?
- Who else should I be talking to?

**Script B · User / customer interview**

*For the people who actually use, or could use, what you offer.*

**Warm-up**

- Tell me a bit about yourself and what a typical [day / week] looks like.

**Walk through a real example**

- Take me through the last time you [did the relevant task]. Start from the beginning.
- What were you trying to get done? What did you use to do it?
- Where did it get slow, confusing, or annoying?

**Dig into needs**

- What's the hardest part of [the task] for you?
- What do you do when [common problem] happens?
- If that part were easier, what would change for you?

**Wrap-up**

- If you had a magic wand, what would you change about [X]?
- Anything else you think I should know?

**Script C · Jobs-to-be-Done interview**

*For understanding why someone chose ("hired") a product — great after a recent purchase or switch.*

Anchor the conversation to one real, recent decision and reconstruct the timeline: first thought → looking around → deciding → using.

- Take me back to when you first realised you needed [a solution like this]. What was going on?

- What did you try first, even if it wasn't a product?
- What made you start actively looking? What changed?
- What were you comparing? What made you choose this one?
- What almost stopped you from buying or signing up?
- Now that you use it, what's better? What's still missing?

## Your custom questions

*Add questions specific to your project here so they're not forgotten in the moment.*

---

---

---