

JTBD Sample Interview Script

Interview Introduction

“Hi and thanks for participating in this interview. We would like to ask a few questions about your decision to purchase/use this [product/service]. Know that there are no right or wrong answers, only your open and honest insights. For some areas, we may take a deeper dive and ask more detailed questions about a specific situation. Just imagine that we are filming a documentary and attempting to set the scene appropriately. Any questions? Okay great! Let’s get started.”

Purchasing

Use these questions to determine the factors involved in purchasing the product or service. If some questions are not applicable, replace them with others that would be more appropriate for the product or service.

- When did you purchase [product/service]?
- Where were you?
- What time of day was it? (daytime/ nighttime?)
- Was anyone else with you at the time?
- How did you purchase [product]?

Origin of the Need

Working backwards from the point of purchase, use these questions to uncover the factors involved in determining the original need/challenge. If some questions are not applicable, replace them with others that would be more appropriate for the product or service.

- When did you first realize that you had a need/challenge?
- When did you first start looking for something to solve your problem?
- Where were you?
- Were you with someone? What did they say?
- What triggered you to think about this?

Considering Options

Jumping off from the realization of the need, use these questions to understand the factors involved in determining that a product or service was required. If some questions are not applicable, replace them with others that would be more appropriate for the product or service.

- Tell me about how you looked for a product/service to solve your problem.
- What kind of solutions did you try? Or not try? Why or why not?

Considering Emotion

Once the initial origin and purchase scenario has been established, use these questions to understand the various thoughts and feelings involved throughout the process. If some questions are not applicable, replace them with others that would be more appropriate for the product or service.

- What was the conversation like when you talked about purchasing the product with your [spouse/friend/parents/colleagues]?
- Before you purchased did you imagine how things would be different with the [product/service]? Where were you when you were thinking this?
- Did you have any anxiety about the purchase? Did you hear something about the [product/service] that made you nervous? What was it? Why did it make you nervous?

Digging In

Now that realization of need, the purchasing process, and the various emotions involved have been established, improvise with further questions to help better understand certain scenarios and factors better. Dig in so that you can better empathize with the mindset of the customer that led them to the final decision to purchase the particular product/service.

ZERO IN

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