

Customer Validation Interview Form

Project / Product:	
Interview Date:	
Our Team Participants:	
Audio Recording Link:	
Pitch / Canvas Version:	

Background Information

Customer / Prospect Name	
Position / Role / Persona	
Company and Website	<i>(for business products)</i>
Classification / Demographics	
Current Solution(s)	
Contact Info	

Key Discoveries

Probability of Buying / Using	<i>e.g. Will not buy, maybe will buy, highly likely to buy</i>
Key Problem Statements	
Key Values provided by our solution	
Objections to buying	
Other things we learned, changes to MVP, etc.	

Interview Notes

- Brief notes that summarize the interview
- Use bullet points
- Include good quotes
- Approximately 1-2 pages
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