Customer Research Interview Protocol

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A structured guide to planning customer interviews, asking useful questions, and organizing what you learn.

What this guide covers

- Set a research objective, choose participants, and prepare an interview question framework.
- Establish expectations and use open questions and follow-up probes during conversations.
- Organize findings, prioritize insights, and plan concrete follow-up actions.

Who this is for

For founders, product teams, and researchers who want a more consistent way to learn from customer conversations.

Putting the ideas to use

Use the planning prompts to prepare interviews, explain recording and information use clearly, and turn observed patterns into questions for further validation.

Book details

Format: Guide. Pages: 17. Words: 995.

Download availability: After payment, download the complete ZIP package or the included PDF separately.