

Potential Customer-Problem Fit Evaluation

by adelantum services



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Calculating Consistency:

For each *Input from Interviews*, indicate the highest percentage of interviewees who gave the same answer.



For example, if 60% give an answer A and 20% an answer B, the Consistency for that input is 60%



If the Consistency % of 1 of the 3 bold circles is low, **narrow down** the definition of your Target Customer.

How many interviewed:

Use Case

Input from Interviews on Problem

Customer Profile: (For B2C: demographics and psychographics. For B2B: vertical, company size, revenue, image, values...)

Their Problem/Need (in their own words): (What is the **Situation** that is frustrating them and how do they describe their **Pain Points**?)

To them, this is important because: (What is their "**Job To Be Done**": their underlying motivation/reason, or goal that is blocked by the problem.)

...%

My Early Adopters are: (Within this Customer Segment, what is the sub-segment that expressed the **most urgent** need?)

Who I can find here: (What are the **Touchpoints** where can I meet/reach these Early Adopters?)

Others affected by this are: (Who else cares about the outcome? These are the other **Stakeholders** involved in the problem, whose Use Case must be considered.)

...%

For this they currently use: (How are they solving this problem without your solution?)

...%

How much are they paying?

...%

How much have they invested already?
(Money/Time/Effort/Training/Data...)

...%

What do they like about it?

...%

What do they dislike about it?

...%

How do they deal with the parts they don't like? (How do they work around the shortcomings?)

...%

What other solutions have they tried/considered before that? How were these solutions? (What didn't they like about it?)

...%

Have they actively searched for a better solution? **Where?** (Google, Reddit, contacts...)

...%

What event triggered them to start searching?
(What was going on that made them start looking?)

...%

What did they find, and how didn't it meet their needs?
(What stopped them from buying it?)

...%

Potential Customer Questionnaire

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Use these questions, or variants of them, to fill out the sections of the Customer-Problem Fit Evaluation Form. You don't need to follow these questions strictly. It might be that the interviewee already answered in another question. Most important is to keep the natural flow of the conversation going.

Hi, I'm curious about this [process/activity/job], could you tell me about how you do it?

(This is a general opener to get them talking, but it might provide input for various sections of the Customer-Problem Fit Evaluation Form already.)

Sounds like parts of that can be annoying / hard to do?

(Still asking about their process/activity/job, not about what product they use for it. Pick up on a mention of a pain point and dive in, or ask generally. This provides input for **problem/need**.)

What do you use for this? Can you talk me through it?

(Now you can shift the conversation to products. This provides input for **currently use**.)

Is it expensive?

(Only ask about the price/cost if it's information you cannot look up. If it doesn't feel natural to ask at this point, leave it for later in the conversation. This provides input for **paid**.)

What did you use or try before this?

(Can be natural to ask at this point or leave it for second last. This provides input for **other solutions**.)

What was the moment you decided to change? What was going on in your work/life?

(This provides input for **trigger event**.)

Is what you use now any good?

(This provides input for **like** and **dislike**.)

If there are parts they dislike: How do you deal with it/work around the shortcomings?

(This provides input for **deal with**.)

Did you look if there's a better solution to solve those shortcomings?

(This provides input for **actively searched**.)

If they searched: ***Where did you look? Did you find anything?*** / If they didn't: ***Why not?***

Why do you bother with this [process/product] despite the difficulties?

Why is this important to you or those around you?

(This provides input for **important because** and **others affected**.)

Who would you recommend this for? And who not?

(This is a great closer, especially if the interviewee hasn't shared much information. They might feel more comfortable sharing what they imagine others would feel or think, but you know it's really about their own experience.)