

# Vision validation: Interview

## 1. PREPARATION - SETTING THE STAGE

IDEA DESCRIPTION / VISION

PROBLEM HYPOTHESES

CUSTOMER HYPOTHESES

SOLUTION HYPOTHESES

## 2. PROBLEM - INTERVIEW: DO I HAVE A PROBLEM WORTH SOLVING?

PAIN LEVEL - MUST-HAVES, NICE-TO-HAVES, NOT-NEEDED

HOW IS PROBLEM SOLVED TODAY?

EXAMPLE QUESTIONS:

- Have you ever had [PROBLEM]?
- Tell me a story about the last time you had [PROBLEM]?
- For you what is the ideal solution to that problem?

- What is the biggest pain about how you work?
- If you could wave a magic wand, what would you change?
- Are you using a workaround / competitors?
- How do you deal with that problem today?

## 3. SOLUTION - INTERVIEW: HAVE I BUILT SOMETHING PEOPLE WANT?

PEOPLE'S REACTION ABOUT SOLUTION :-) :-( :-|

PROPOSED NEXT STEPS

YOU NEED TO PIVOT? YES / NO  
IF 'YES': INTO WHICH DIRECTION?

CLARITY OF DESCRIPTION !! ?? “”

PRICING POSSIBILITIES