

# Problem Interview Script 2.0

Project..... Date.....

## Welcome

2 min • Set the Stage

- The Setup

## Identify Trigger and Desired Outcome

3 min • What pushed the customer to see change?

## Explore Existing Alternatives

5 min • What solution pulled the customer and why?

- Uncover Problems

## Identify Inertia and Friction

15 min • Potential problems worth solving

## What's Next?

3 min • Bigger context and progress roadmap

## Wrapping Up

2 min • The Ask

- Permission to Follow-Up
- Referrals

## Document Results

5 min • Problem Interview Sheet

- Document Results