

# Problem Interview Sheet

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

**Customer Segment**

**Supposed Problem**

**Key Takeaways**  
The most important things learned

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**1**

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**2**

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**3**

**Interviewee Info** (name, location, age, occupation etc)

**Problem Importance**

- Does not have the problem
- Has the problem
- Is aware of having the problem
- Has been looking for a solution
- Has hacked a solution
- Have a budget for a better solution

**Customer Worldview** (the last time you / what did you do?)

**Problem Frequency**

**Alternative Solutions**  
(How did they solve the problem before?)

**Other pains expressed** (What's the biggest problem with...)

**How did they search for solutions?**

**Early Adopter?**  
Yes = Is actively trying to solve the problem

Yes  No  Not Sure

Team Debrief