NAIL IT THEN SCALE IT INTERVIEW GUIDE

There are many ways to conduct a Nail It then Scale It interview, and each interview should be adapted to your specific purpose. For your introductory conversations about the customer pain and conceptual prototype, we suggest focusing on the following three questions.

1. "Do you have this problem?" Describe the problem to your customer in words like "We see this problem. Does that match your experience?"

2. "Tell me about it." Ask your customers to share their concerns, their experience, and their current solutions. Again, focus on listening, not selling.

3. "Does something like this solve the problem?" Describe the outline, or framework, of your problem. Again, don't get into the specific details but do give something customers something they can respond to, and ask for their feedback on whether it solves the problem.

As you progress and begin testing your virtual prototype, you might try on your own version of the following sample interview guide:

1. Include the person or people who will actually be using the product. Specifically, try to assemble the buying panel in one room

2. Set up a "moment-in-the-life" scenario for the monetizable pain. (You should have learned by now from the earlier interviews about the pain what a realistic use case would be.) Ask the panel if they have this pain or they see the world differently. Observe the response.

3. Walk the customer through the virtual prototype/prototype, step by step, taking careful notes on what they say (you should be recording the entire conversation as well for later transcription).

4. Ask the $100 question. Depending on the panel's response, it might be interesting to force a little prioritizing by saying each feature costs $25.Now how do you spend your money?

5. Of everything I have showed you, what else should it do?

6. What are the top two (or three) things this needs to do well?

7. What features are missing that you need in order to purchase?

8. What does it take to deploy something like this? (look for internal process, other departments, training, deployment, integration, etc.).

9. Begin exploring the customer-buying process or market and distribution infrastructure

   a. (Customer Awareness) How would you expect to hear about this product? How do you hear about products like this?

b. (Customer Evaluation) How would you decide whether something like this fits your needs? What information would you need? Who would you want to talk to? Are there any magazines, blogs, conferences or anything else that helps you evaluate something like this?

c. (Customer Purchasing) What goes into the purchase-decision process for something like this? Who has to approve the decision, and at what price points? How long does approval usually take? How would you expect to buy it? What else affects the decision to purchase?

d. (Customer Use) Once you buy it, what kind of support would you normally expect? What other features would you need?

10. Crucial Tests (Note that the crucial tests are meant to be selling customers, although a sale can be a good thing. Instead, the crucial test questions are meant to provide a window into the customer's real desires and a conversation opener to discover them.)

a. What price would you expect to pay for something like this? Would you expect to pay on a one-time or recurring basis? Other approaches?

b. Given our conversation, would you be willing to preorder this today? Would you be willing to install this system-wide?

i. If the answer is no: What is standing in the way of a preorder? What would we need to do to secure a preorder?

Clearly, the above interview guide represents but a sample of the types of questions you can ask. They would need to be modified, depending on your application (for example, the questions in this guide focus more on business-to-business purchases, so a business-to-consumer business would need to modify this guide).