NAME: DATE:

INTERVIEW ONE-SHEET

Goal: What is it that we're trying to learn? Or what are we trying to prove? What are the riskiest assumptions we've made?	
Hypothesis: Our hypothesis is a statement that we are trying to prove true or false through the experiment	
Metric of Success: What will true look like?	
Customers: Who is our customer really? How are our early adopters?	
Interview/(Experiment) Script: Create open ended questions for your interview	
Logistics: Who are you going to ask? How are you going to conduct your interview? What are you going to ask?	
Results: What information has the customer given up that proves whether or not your hypothesis is true?	
Learning: What is the key learning you received from the interviews?	
Next Steps: What is the plan of action we'll pursue next?	

Adapted from Diane Kander "All in Start-Up"