

Action Guide

471: How product managers best interview users

Steve Portigal



Application Questions

1. What are some examples of effective questions we can ask in customer interviews that go beyond simply asking what the customer wants—questions that will help us answer our research question?
2. Describe a time you've recognized a cognitive bias you held. How did you feel and what did you do?
3. What types of people would form a good sample for your customer interviews?



Actions to Take

What to Do Now

- Prepare for customer interviews by identifying your business challenge and research question.
- Don't feel bad about having cognitive biases. Treat times when you recognize your biases as a fun learning experience to help you avoid them in the future.

What to Do Soon

- Identify a sample of people to interview, considering who will help you find answers to your research question.
- During an interview, ask follow-up questions that come from your curiosity.