

Example of Customer Discovery Interview Guide

Below is a sample interview guide for gathering qualitative research. This is a real guide that was used in an in-person interview setting. Remember, the only way to do this type of research is either face-to-face, video call, or phone call. Surveys are not an adequate way to gather high value qualitative research.

Context: *This startup is looking to develop a better product/process for tuning drums. We encouraged them to interview drummers and other stakeholders. Please see interview guide below.*

Tell me about yourself as a drummer.

- How often do you play?
- Do you ever play professional venues?
 - If yes, how often?
 - If yes, is this an important source of income for you? If yes, how important?
- Do you or have you ever taught drumming?
 - If yes, where and how long? (*School/private tutor/online channel/etc*)
 - If yes, is this an important source of income for you? If yes, how important?
- How many drum kits do you have?
 - How many toms and sizes in each setup?
 - What brand of drum heads do you use? Why?
 - Are you planning to buy more? Why or why not?
- How do you transport your drums when playing outside of your home?
- How did you first get into drumming?
 - How old were you?
 - Did anyone encourage you to start drumming? (*school/parents/friends/etc*)
 - Were you inspired by other drummers? If yes, which ones?
- What are the steps you took to learn drumming?
 - Did you study drumming at school?
 - Did you get a private tutor?
 - Did you watch tutorial videos online?
 - Did a friend teach you?
 - Did you read books?
 - Other steps?
- Can you tell me about your experience buying your first drum set?
 - How did you know what kind of drum set to buy?
 - Did you research online? What websites?
 - Did you have a professional music store rep advise you?
 - Did you have a teacher/tutor/friend advise you?
 - Other?
 - Where did you buy it?
 - Did you buy it in a professional music store?
 - Online/Craigslist/Kijiji?
 - From a friend/other contact?
 - Did you buy any accessories?
 - If yes, which?

- Why did you choose these particular accessories? (*Recommendation online/teacher/parent/friend/music store clerk?*)
 - *What was your experience using these accessories?*
 - Can you please tell me about your experience learning to drum?
 - What came naturally to you?
 - What was easy about the process?
 - What was difficult or annoying?
 - How did you overcome this?
 - Are these issues still difficult/annoying for you?
 - What are you doing to get around this?
 - Do you know of any accessories that can help with this issue?
 - If yes, did you buy them?
 - If yes, how did you learn about them?
 - Did they solve the issues for you?
 - What did you pay for them?
 - How do you feel about the value you got versus the price? Cheap/fair/too expensive?
 - Would you recommend them to a friend? Why or why not?
 - If no, why did you not buy them? (*Too expensive/etc?*)
- Tell me about your experience tuning your drums.
- Do you think tuning is important or not? Why?
- What did you do to learn tuning? (School/ tutor/friend/online videos/books/music store clerk/etc)
- Did it come naturally to you?
- What was easy about the process?
- What was difficult or annoying?
 - How did you overcome this?
 - Are these issues still difficult/annoying for you?
 - What are you doing to get around this?
 - Do you know of any accessories that can help with this issue?
 - If yes, did you buy them?
 - If yes, what kind?
 - Where did you buy it (Music store/Amazon/Craigslist/Kiji/Friend/etc)
 - How did you learn about these accessories?
 - Did they solve the issues for you?
 - What did you pay for them?
 - How do you feel about the value you got versus the price? Cheap/fair/too expensive?
 - Would you recommend them to a friend? Why or why not?
 - If no, why did you not buy them? (*Too expensive/etc?*)
 - *What else influenced you not to buy them?*
- Could you please describe your drum tuning process in more detail?

- Do you tune your own drums?
- How long does it take you on average?
- How do you know when your drum is perfectly tuned?
 - How easy or difficult is it to determine?
 - Is it important for you to know that the drum is perfectly tuned?
- How do you feel about the tuning process?
- What do you wish you could change if you could wave a magic wand? Why?

This interview has been so valuable and we're very grateful for your time.

- Is there anything else you can share with us about your experience and feelings regarding drumming/tuning?
- Do you know any other drummers that may be willing to chat with us?
 - If yes, could you please introduce us?