



JOB TO BE DONE INTERVIEW QUESTIONS FOR BUSINESSES

Business Profile

How do you make money?

What are the things about running your business that keep you up at night?

What are some things ("jobs") that you are having problems getting done?

Under what circumstances do you usually try to do these things?

What do you currently use to help you?

What other options have you considered? Why did you use or reject these?

How would you describe the perfect solution?

What are the most important characteristics of this solution?

Other notes:
