



JOBS TO BE DONE INTERVIEW QUESTIONS FOR CONSUMERS

Consumer Profile

What are some things (for example, related to local information) that you have most trouble trying to do at the moment?

Why and when do you typically seek to do this?

Where did you look for help? Describe the process you followed.

What frustrated you most?

Describe a perfect solution. What will it do?

What are the emotions that the perfect solution would make you feel (“emotional hiring criteria”)?

Other notes:
