



JOBS TO BE DONE INTERVIEW QUESTIONS FOR EMPLOYEES

Employee and Position

What are some things that customers have asked us to do in the past that we could not do?

What types of customers typically ask us for this?

Why couldn't we deliver what they wanted?

What alternatives did they use instead?

How well did these alternatives meet their needs?

What would the perfect solution for them look like?

What would be the most important characteristics ("hiring criteria") of this solution?

Other notes: