

Interview Guide for Client Jobs, Pains and, Gains

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Goal of the interview

Determine client pain points and gains in order to determine the value of services or products that you provide.

Interview format

Semi-structured with open information-seeking questions.

Checklist

Opening

- Welcome the interviewee and thank them for helping you.
- Inform them about the expected duration of the interviews (aim at 10 minutes tops).
- Tell them about the purpose of the interview.
- Explain the purpose of the interview and how you'll ensure privacy or protect the information they choose to divulge to you.

Topics covered

- The client has talked about the jobs they need to get done as part of their job.
- The client has discussed and mentioned several pains they have today and how they resolve them.
- The client has discussed what their gains are with regards to the services and products you provide.

Closing

- Thank them for their time.
- Inform them again of how the information will be used.
- Make sure they have your email address and phone number in case they come to think of something new after the interview

Useful phrases and lines

- Start with an open question that gets them talking, ask from a point of learning and be curious and interested.
- Elicit information by asking and following up on what they say and assume a humble attitude: "correct me if I'm wrong, but it's my understanding that...".
- Take notes of things they say that you'd like to explore more.
- Ask open questions and follow up by probing and detailing ones: "interesting! can you tell me how you do that?"

DICTIONARY

■ **Jobs** – The things your clients try to get done in their work or life. A job can consist of the steps the client completes, the problem they're trying to solve or the needs they try to satisfy.

■ **Pains** – These describe anything that annoys or hinders your clients from getting a job done. Pains can happen before, during or after a job. Pains include risks of jobs being done badly or not at all.

■ **Gains** – These are the outcomes and benefits that your clients want. Some gains are required, some expected or desired and some are a total surprise. They can consist of utility (function), social gain (respect, standing, and image), positive emotions and cost savings.

- Use silence and don't hesitate to be quiet if the interviewee isn't talking. This may lead to them saying more than they'd usually do. If they stop talking, just remain silent and see if they pick up the thread.
- Use non-verbal cues to encourage them to continue such as: "umm" and "yeah."

Tips

Use the following questions to probe and encourage the interviewee to talk:

- ✓ "Tell me about the last time..."
- ✓ "Interesting! Tell me more."
- ✓ "What do you mean by X?"
- ✓ "Why?"
- ✓ "How are you dealing with Y?"

Suggestions for questions to ask

- "Hello this is *[your name]* from *[your company]*. I'm calling our clients regularly to make sure everything we built for them works well and to see if they have any questions. Is there anything you need help with?"
- "What are your priorities this year? How do *[services we provide]* and blogs play into that?"
- "What are your hopes for *[new product or campaign]*?"
- "What is currently stopping you from accomplishing this?"
- "What would you like to do but cannot? Why?"

Interview notes

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