

12 Questions to Ask During a Customer Interview

*This is an extra resource to go along with the original article:
[Use These Customer Research Tips to Build a Better Product](#)*

1. Can you describe the problem that brought you to us?
2. Why did you choose us over the competition?
3. What has been your experience with us/ our product?
4. Have you experienced any challenges along the way? If yes, what were they?
5. What features do you use the **most** and why?
6. What features do you use the **least** and why?
7. What do you think about our product pricing?
8. What three words would you use to describe our brand/ product?
9. Would you recommend us to your colleagues/ social circle?
10. Is there anything you would change about our product? If yes, what?
11. If [this future feature] were available, would you be willing to pay [specific amount] for it?
12. If you were in charge of designing this product what would you include and why?