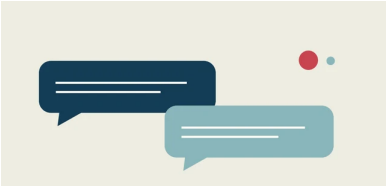
Customer interview guide



We write a 12-question guide and recruitment screener for one purchasing decision.

Who it helps

Product, marketing and strategy leads

The problem to solve

Interviews are hard to compare when recruiters select different buyer types or prompts pull respondents toward an answer.

Working through the brief

1. **Define the purchasing decision**

   Gather the agreed inputs. The research question, target buyers and available customer evidence or participants.

2. **Write neutral prompts and screening questions**

   Track “Interview topic” and “Neutral prompt” together so the reviewer can connect the source information to the result.

3. **Review the interview sequence**

   Use the guide to ask the same core questions and record enough context to interpret responses.

4. **Check the scope at handover**

   Recruitment, panel costs, incentives and licensed research data are separate.

Worked example

Ask a buyer to describe their most recent purchase before asking what they might prefer in a hypothetical purchase.

Read the service scope / RES-001

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