

Business Strategy / Startup Planning

Create interview questions and scripts for talking to potential customers to validate problems, solutions, and willingness to pay.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Customer Discovery, Problem Validation, Market Research

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Why This Prompt Exists

Most customer interviews are biased — founders ask leading questions and get false positives.

You get:

- “Would you buy this?” questions (people say yes, but won’t)
- no discovery of actual pain points
- no understanding of current alternatives
- no price validation (willingness to pay unknown)
- wasted time building features nobody wants

But customer discovery is not selling.

It is listening without bias.

- Problem questions: how do they currently solve it?
- Severity questions: how painful is it (1-10)?
- Solution questions: would they try your solution?
- Price questions: what would they pay?
- Never ask “would you buy this?” (biased question)

Without good interviews, you build the wrong thing.

This framework forces AI to create unbiased customer discovery scripts.

The Prompt

Assume the role of a customer discovery expert who creates unbiased interview scripts.

Your task is to create a customer interview script.

Generate:

1. SCREENING QUESTIONS (2-3)
 - To qualify participants
 - Ensure they have the problem
2. PROBLEM DISCOVERY QUESTIONS (5-7)
 - Open-ended, non-leading
 - Focus on past behavior, not future intentions
3. CURRENT SOLUTION QUESTIONS (3-5)
 - How they solve the problem now
 - What they like/dislike about current solutions
4. SEVERITY ASSESSMENT (1-2 questions)
 - How painful is this problem (1-10)
 - How often do they experience it?
5. SOLUTION REACTION QUESTIONS (2-3)

- How they react to your proposed solution
- Still non-leading ("What would you expect from a solution?")

6. WILLINGNESS TO PAY QUESTIONS (2-3)

- Price sensitivity
- Budget range

7. RECRUITING SCRIPT

- How to invite potential customers to interviews

INPUTS:

Product Idea:

[DESCRIBE]

Target Customer Profile:

[WHO ARE YOU TALKING TO?]

Problem Hypothesis:

[WHAT PROBLEM DO YOU THINK THEY HAVE?]

Proposed Solution:

[WHAT ARE YOU BUILDING?]

Interview Format:

[IN-PERSON / VIDEO CALL / PHONE]

Estimated Interview Length:

[15 MIN / 30 MIN / 45 MIN]

RULES:

- Never ask "would you buy this?" (people lie)
- Ask about past behavior (more reliable than future intentions)
- Problem questions first (before solution)
- Severity question: 8+ means urgent problem
- Listen more than you talk (80/20 rule)
- Record interviews (with permission) for analysis
- Interview 10-15 customers before building

How To Use It

- Interview 10-15 potential customers before writing code.
- Ask about past behavior, not future intentions.
- Never ask "would you buy this?" (people lie).
- Record interviews (with permission) for analysis.
- Look for problem severity of 8+ (on 1-10 scale).

Example Input

Product Idea: Mobile app for freelancers to track time and invoice clients

Target Customer Profile: Freelance designers, writers, developers with 1-5 years experience

Problem Hypothesis: Freelancers waste 5+ hours/week manually tracking time and creating invoices

Proposed Solution: All-in-one mobile app with timer, invoice generator, and payment tracking

Interview Format: VIDEO CALL (Zoom)

Estimated Interview Length: 30 MINUTES

Why It Works

Most customer discovery is biased.

This framework improves outcomes by forcing:

- screening questions (qualify participants)
- open-ended problem discovery (uncover real pain)
- current solution analysis (understand alternatives)
- severity assessment (prioritize urgent problems)
- unbiased solution reaction (not “would you buy?”)

Great customer discovery doesn't ask for opinions — it uncovers behaviors and pain points.

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