**Customer Discovery Interview Report Form**

**Team Name:**

**Student Name:**

**Interview Subject’s Name:**

**Interview Subject’s Title:**

**Interview Subject Organization/Company:**

**Date:**

**Customer Segment (Be very specific):**

**Customer Archetype (Circle all that apply):**

User | Influencer | Recommender | Decision Maker | Economic Buyer | Saboteur | Other

**Key Hypotheses to Test (Can be validated or invalidated):**

**What information do you need to learn to validate or invalidate the hypotheses?**

**High-Level Questions: What are the questions that will help you get your interview started? (Small questions will be guided by your interviewees responses):**

**What were your key insights from the interview?**

**Notes:**