

Voice of Customer Interview Checklist

This checklist can be used as a guide when conducting customer interviews and formal VOC (voice of customer) sessions.

- ✓ What applications are we working with?
- ✓ What are some actual use cases?
- ✓ How big is the market (market size)?
- ✓ Selling Prices for like products?
 - Price range
 - Average price
- ✓ What are the Requirements = Must Haves = Minimum to Compete?
- ✓ What are Options = Nice to Have features?
- ✓ How many can we sell in the given market size?
- ✓ What service level is:
 - required to compete
 - expected
- ✓ What do they want?
- ✓ What do they need?
- ✓ What do they like about "us"?
- ✓ What do they like about our products/services?
- ✓ How do they use our products?
 - what about similar products?
 - this is an application question.
- ✓ What are they willing to pay for their needs?
- ✓ What are they willing to pay for their wants?

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- ☑ What other products have then used?
 - what did they like?
 - what did they dislike?

- ☑ How do they view our company?
 - Are we easy to do business with (do we make it easy for them to spend money with us?)
 - What can we do better?
 - How do we compare to the competition?