

Customer Discovery

Business & Management

How to interview customers without leading them to your answer.

The Mom Test: ask questions even your mother could not answer flatteringly.

Ask

Tell me about the last time this happened

What did you do about it?

What does it cost you today?

Who else is involved?

What have you already tried?

Never ask

Would you use this?

Do you think this is a good idea?

How much would you pay?

Would you buy it if we built it?

Signals of a real problem

They already spend money on a workaround

They can name when it last happened

They introduce you to a colleague

They ask when it will be ready

Compliments are worthless data. Commitments — time, money, reputation — are the only reliable signal.