Buyer Interview Worksheet

Nichecraft | Niche validation field guide

How to use:	Print one copy per conversation. Complete the setup fields first. Leave findings blank until the buyer answers.
Candidate niche:	_____
Buyer role / organization:	_____
Date / interviewer:	_____
Permission:	Ask before recording or quoting. Notes [ ] Recording [ ] Direct quote [ ]
Neutral reminder:	Ask about a recent example and what the buyer did. Separate observations from your interpretation; do not treat agreement with a hypothetical as evidence.

Current workflow Interview Notes

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Prompt 1: Think about the last time you had to [complete the workflow]. What happened from start to finish?
Notes:

_____
_____
_____
_____
_____

Prompt 2: Who was involved, and what tools, documents, or handoffs did you use?
Notes:

_____
_____
_____
_____
_____

Prompt 3: How often does this come up? When did it last happen?
Notes:

_____
_____
_____
_____
_____

Record the buyer's answer in their terms. Leave unknowns blank.

Pain and consequences Interview Notes

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Prompt 1: Which part is hardest to get right or takes the most effort?
Notes:

_____
_____
_____
_____
_____

Prompt 2: Can you walk me through the most recent time that went wrong or took longer than expected?
Notes:

_____
_____
_____
_____
_____

Prompt 3: What happened because of it? Who or what was affected?
Notes:

_____
_____
_____
_____
_____

Record the buyer's answer in their terms. Leave unknowns blank.

Workarounds and alternatives Interview Notes

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Prompt 1: What do you do when the usual process does not work?
Notes:

_____
_____
_____
_____
_____

Prompt 2: What have you already tried to make this easier? What happened?
Notes:

_____
_____
_____
_____
_____

Prompt 3: Do you spend money, staff time, or outside help on this today? How does that work?
Notes:

_____
_____
_____
_____
_____

Record the buyer's answer in their terms. Leave unknowns blank.

Buying context Interview Notes

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Prompt 1: Who owns this process, and who would be involved in changing it?
Notes:

_____
_____
_____
_____
_____

Prompt 2: How have purchases related to this work been approved before?
Notes:

_____
_____
_____
_____
_____

Prompt 3: What would need to be true for this to become a priority, and when is that decision usually made?
Notes:

_____
_____
_____
_____
_____

Record the buyer's answer in their terms. Leave unknowns blank.

Interview Follow-Up

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What I heard: Buyer words, with permission:

_____

_____

_____

What I observed: _____

_____

_____

What remains unknown: _____

_____

_____

Follow-up action 1: Action: _____

Owner: _____ Due date: _____

_____

_____

Follow-up action 2: Action: _____

Owner: _____ Due date: _____

_____

_____

Follow-up action 3: Action: _____

Owner: _____ Due date: _____

_____

_____

This worksheet records questions and blank note fields, not interview findings.