

Interviewee
name & info

Needs, aspirations, dreams

What are they trying to accomplish?
What does really matter for them?
Aspirations & convictions
Hopes & needs
Success criteria

Context

What do their friends say?
Their boss ?
The influencers they read?
What does the market offers?
What do they already use?
In what environment do they live?



Pains & obstacles

What keeps them up at night?
Malfunctions
Fears & frustrations
Obstacles & risks
Suffering

Verbatim

Write down what they say precisely
What are their expressions? register? tone?
Write down their hesitations, moments of excitement, reluctance,
curiosity, despondency...
Write down about their body language

Surprises

Détails that you discover during the interview
that you had not thought of before
and that surprise you

Follow-up

Actions to do next for this client (phone, email,
newsletter subscription, etc.)

Write down any personal referral they sent you
for the next interview

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