In this exercise you're going to learn the questions to ask during your interviews.

There are two variations of questions, depending on the nature of who you're interviewing: Business to Business (B2B) and Business to Consumer (B2C).

You will notice that the two scripts are very similar, with some slightly different wording and a little more set-up on the B2B side. At the end of the day though, your one and only goal is the same no matter who you're interviewing...

**Interviewing Objective: Understand the problems your customer is actively trying to solve.**

Before you move on, go to the Interview Script Generator to create your custom interview script. Follow the instructions there:

- You will be prompted to choose whether you're conducting a B2B or B2C interview.
- In the Customer Role section, fill in the Early Adopter segment you are targeting. In my case this would be "Lean Startup Founder".
- Next enter the in the Hypothesized Problem that you imagine your customers have.
- Finally, enter the Specific Problem Situation, or the scenario where this problem would present itself.

That last one is a little tricky, so let me explain. The key to understanding the problem "context" is focusing on **when** your customer segment feels the hypothesized problem acutely. In what situation would the customer "Role" be most likely to cite the hypothesized problem?