

# INTERVIEW ANALYSIS

Worksheets, updates  
and comments  
available online:



## Problems it Solves

### 1. Making sense of your interviews

You've just finished interviewing customers and have pages and pages of notes. Now it's time to make sense of those notes, and use them to understand your customers at an intimate level.

### 2. Build the foundation for your first Offer Test

Offer Testing is about creating a compelling offer that gets a lot of attention from your customer segment. In other words, Offer Testing is about developing, and iterating, your marketing strategy.

To create compelling offers, you'll need to understand:

1. Your customers' **problems**
2. The **emotions** those problems evoke in your customers
3. The **channels** they are using to find new solutions
4. The **deficiencies** with their current solution

Interview Analysis will help you understand all four of these.

## You've Interviewed Your Customers, Now What?

So you've got your interview notes, and now it's time to make sense of them. How do you do that?

