

# SAMPLE MARKET VALIDATION QUESTIONS

## Intro/Icebreaker Questions

- Specific qualifying questions related to what you want to learn:
  - When did you first hear about [ X ]?
  - How did you first become interested/get involved in [ X ]?
  - How much time do you spend on [ X ] in a given day/week/month?
  - Who handles [ X ]?
  - Tell me about your role at company [ X ].
  - What are your top responsibilities related to [ X ]?
  - How long have you been working with company [ X ]?
  - With what department and business unit are you affiliated?
  - How many people report to you?
  - To whom do you report?

## What problems do potential customers recognize?

- Could you walk me through [ X ] process from start to finish?
  - Ask follow-up questions as they speak:
    - Who is involved in the process? / How long does it take? / Etc.
- Of problems x, y and z, which would you say is your top challenge?
- Can you walk me through a typical day in your work?
- How do you currently do [ X ]?
- Do you find it hard to do [ X ]? Why?
- How important is [ X ] to you?
- What keeps you from doing [ X ]?
- What's the hardest part of your day?
- What's the hardest part about being a [demographic]?
- What are the top 3 challenges for someone in your position?
- What are some unmet needs you have?
- What product do you wish you had that doesn't exist yet?
- What tasks take up the most time in your day?
- What could be done to improve your experience with [ X ]?
- What keeps you up at night related to [ X ]? Why?
- What is the first thing you would change about your work?

## What are the effects of not solving these problems?

- Why is this a problem?
- What happens when [ X ] is not done?
- Roughly how much time does solving problem [ X ] currently take?
- Roughly how much money has been spent on solving problem [ X ] over time period y?
- How many people are affected by problem [ X ]?
- How do you feel about the current situation?
- What would be the impact of solving problem [ X ]?
- How would doing your job/day/task be different if you had solution y?
- What percentage of day/week do you spend fixing problem [ X ]?
- How much would you be willing to pay an external contractor to solve problem [ X ]?
- If you had a solution to problem [ X ], what would it mean to you?

**How are potential customers currently solving these problems?**

- How do you currently solve [ X ] problem?
- What do you like about your current system/process?
- What could be improved with the current system/process?
- What other options for solving this problem have you explored?
- What other possible solutions are you familiar with?
- What has held you back from changing to something else?
- Tell me about (problem).
- What are you currently doing to solve this problem?
- How do you typically work around this problem?
- Do you expect this problem to improve, worsen or stay the same in the upcoming year?
- Are there, in your perspective, ways technology can help with this problem?
- Tell me about the last time you did [ X ]?
- How do you do [ X ]...why did you choose this method?

**What would prevent adoption of your solution?**

- What other options for solving this problem have you explored?
- What do you like about your current system/process?
- What could be improved with the current system/process?
- What has held you back from changing to something else?

**What sources do potential customers use to get relevant information?**

- What sources do you use to get information about [ X ]?
- From which sources do you typically learn about new products or technology?
- Where do you get new information on [ X ]?
- What are some of the blogs, websites or publications that you read?
- Who are your influencers, or who do you take advice from?
- Who are some industry visionaries that you respect?

**How do potential customers make purchase decisions?**

- Tell me about your company's decision making process for [ X ].
- Who is involved in decision making?
- Tell me about the last time you were involved in purchasing [ X ].
- If you identify the need for a new product in your department, how does your team typically go about purchasing the solution?
- All things considered, what is the typical length of the approval process?
- What does the corporate purchasing process look like?
- How do you typically purchase new tools?

**Closing Questions**

- [Summarize some of your key takeaways] – is that accurate?
- It sounds like [ X ] is very important to you, while y is not. How accurate is that?
- What else should I know that I didn't ask?
- Do you know anyone else I can speak with who might also have this problem?
- Are you open to a follow-up conversation?
- Can I keep you in the loop as our company progresses?