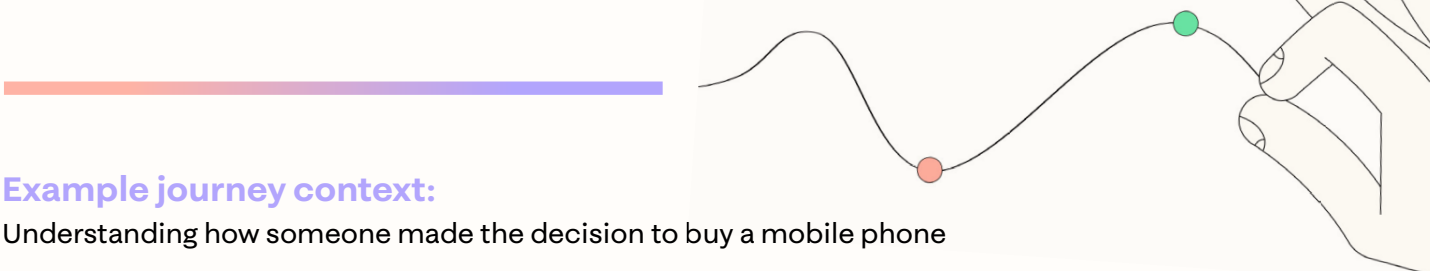


Interview script template



In order to conduct a journey-generating conversation, you need to understand the customer's process. Use the questions in this interview script template to walk through the customer's timeline and get to the bottom of your customer's task, goal, or objective.

We've suggested sub-questions to help you drill down. If you use this script, don't forget to modify it to your own scenario and to rehearse the part where you set the stage.



Example journey context:

Understanding how someone made the decision to buy a mobile phone

1. First thought:

Where were you when you thought: today is the day I'm going to get a new phone?

- ✓ Were you at home? What time of the year was it? Was it raining?
- ✓ At what point was the thought triggered?
- ✓ At what point did you think "Okay, I need to take action"?

2. Passive looking:

Before actively searching, did you come across [product/service] in a more casual or passive manner?

- ✓ If so, how did it catch your attention, and what sparked your interest?
- ✓ Had you ever tried anything like [product/service] before?

3. Active Looking:

How did you start looking?

- ✓ Describe the moment when you actively started looking for a solution.
- ✓ What motivated you to actively seek out options, and how did you go about searching for a new phone?
- ✓ Did you chat with anyone else about this, before you started looking? What was the conversation like? Did they give you new ideas?
- ✓ At some point, did you start looking even more actively? Did you have a day in mind when you wanted to have it done? Why?



4. Comparing:

How did you decide which phones to compare?

- ✓ How many items did you compare? Did you all compare them at once?
- ✓ Did any of the phones stand out? Why?
- ✓ What were the critical factors that influenced your comparison, and how did they impact your decision-making?
- ✓ Did you consider any alternatives to getting a new phone?

5. Deciding:

Take me through the moment when you made the decision to choose.

- ✓ Where were you? (again ask about the specific scenario, day, weather—anything to help them vividly recall the moment)
- ✓ What were the most important things for you?
- ✓ Why was this the best phone?
- ✓ Were there any specific concerns or hesitations?

6. Buying:

After making the decision, what was the purchasing experience like for you?

- ✓ How did you buy the phone? (Online, credit card, subscription)
- ✓ Why not do it with [another form of payment]?
- ✓ Were there any challenges or aspects of the buying process that stood out, positively or negatively?

7. Installing:

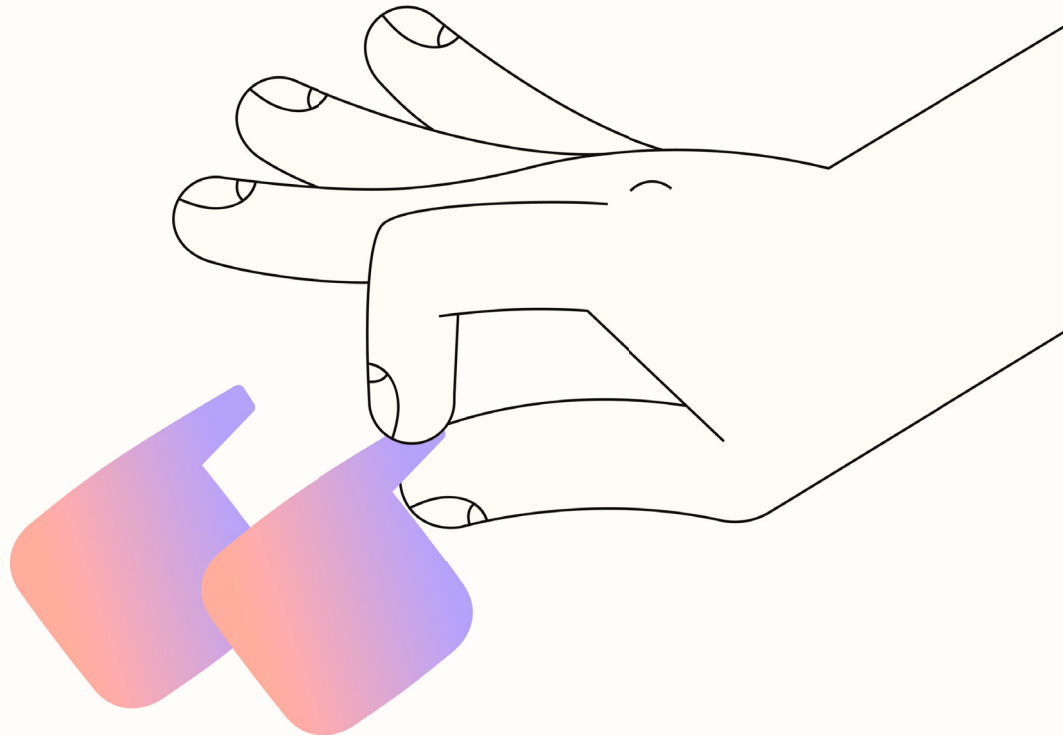
After purchasing the product, what was the experience like during the installation phase?

- ✓ Did you install it right away?
- ✓ Were there any difficulties or unexpected challenges, and how did you address them?
- ✓ Describe your first experiences using your phone after installation. What was the first thing you did?
- ✓ Did you think at any point that you made the wrong decision?
- ✓ Did you encounter any issues that required immediate attention?



8. Reflecting on the purchase: Looking back at the entire process, from the first thought to your current experience, what surprised you the most?

- ✓ What do you like most about your phone?
- ✓ And what do you miss?



HOW TO FINISH OFF AN INTERVIEW

Wrapping up

To finish off the interview, you can ask if there's anything they still want to tell you. Here's something you can literally use verbatim:

"Alright, so this is great. I think I have asked you everything I wanted to ask you. But before we close off, is there anything else you would like to share? Something you haven't told me yet?"

Get the ultimate guide to customer journey interviewing

Journey AI may make journey mapping faster and easier, but its success hinges on how effectively you interview your customers in the first place. Unleash the full potential of Journey AI in crafting thorough customer journeys by getting to the bottom of customer needs and experiences in your conversations with them.

More strategies for customer journey interviewing:

- [5 strategies to conduct interviews that uncover the customer journey](#)
- [How to conduct better user interviews](#)

More about Journey AI:

- [How to turn Journey AI into your research assistant](#)
- [Two weeks to two minutes: the new journey mapping process](#)
- [Unveiling hidden bias in customer journeys](#)
- [Working outside-in: how to nail customer-centricity](#)



“In an interview, let your questions act as a guide, walking through time with the customer as the tour guide of their own journey.”

