

BUILDING THE BARE MINIMUM

ONE-PAGE QUESTION GUIDE // prepared by Shavin Peiries // shavinpeiries.com

The goal of a customer discovery call is to:

- Understand what their overall journey was to ask for the feature, what event prompted them to reach out and ask for the feature in the first place?
- How did they discover that it was important to them?
- How satisfied are they with the current way they're doing things to make progress?

Step 1 - Understand the context behind where they started to struggle:

- Can you tell me a little about how you got to needing this feature in the first place?
- Can you tell me about when you started thinking that maybe this feature (their idea) could be used to solve the problem? Why are you doing this now?
- What's not happening that you want to happen? Where's the frustration?

Step 2 - Understand what they're doing right now to progress:

- What other tools or things have you done manually to try to do this?
- How satisfied are you with this process/tool?
- What's frustrating about this method/approach?
- What don't you like about the current way of approaching this problem?

Step 3 - Understand where they want to be (the ideal outcome):

- Can you walk me through a little bit on what the end result you're trying to get to is?
- What are you hoping for?
- What's going to be different once you've got [the new feature] in your life?

For more info, read ["How do you build a bare minimum feature"](#)