

Information for Instructor

Rapid Fire Customer Interviews

Activity length 80 minutes

Customer interviews are essential for validating your business and ensuring that your business solution aligns with your customer's need to solve a problem. In this activity students get to jump right in and learn by doing in preparation for conducting customer interviews out of the classroom.

Activity Introduction - 10 min

1. Introduce customer interviews
2. Brainstorm customer interview questions as a class
3. Students have 5 minutes to prepare their own questions

Rapid Fire Customer questions - 60 minutes

1. Divide class into two groups, one group will be interviewers and the other group will be the customers.
2. Arrange two circles of chairs facing each other, interviewers sit on the outer circle facing customers in the inner circle.
3. Students have 2 minutes per person to learn as much as possible from this potential customer (remind them to take notes!).
4. When the teacher announces two-minutes is up then customers rotate to the next interviewer.
5. After all customers have been interviewed change groups so that everyone has a chance to be the customer and interviewer.

Summary and Reflection - 10 min

1. Have students compile their findings and highlight 2 trends from the conversations.
2. Discuss as a class which types of questions were most effective for learning. This is a great opportunity to introduce the importance of open ended questions and meaningful listening. Next have students take these skills outside of the classroom and interview family members, friends, and community members to gain further insight into their business ideas.