Worksheets: Interviewing without bias

Stage 2, Lesson U2.3. Four worksheets, one note and the learner assessment. Write on them, or copy the layout into your venture record.

Need more room? Use the continuation page at the end. Write the worksheet name and the row beside what you add.

1. Interview guide (template)

Part	Your questions
Venture and segment definition	
Learning goals (at most three, each tied to a claim C1 to C4)	
Riskiest assumption your interviews test	
Opening: purpose, "I'm not selling anything", consent	
Their world (2 questions)	
A screening question, then the most recent occasion (2 questions)	
Workarounds and their cost (2 questions)	

Part	Your questions
Money: at least two questions, one about money actually spent	
Who decides and pays	
How they last looked for a different way	
Close: "Who else should I talk to?" and permission to follow up	

Banned forms: would you... / do you think... / how much would you pay... / any description of your idea.

> **Key to the codes on these worksheets.** Claims: C1 the problem exists for your named population; C2 it is severe or frequent enough that they act on it; C3 they already spend money, time or effort on a workaround; C4 they are willing to switch from what they do today (first signals only in this stage). Commitment levels: E0 AI or synthetic, never evidence; E1 opinion or compliment; E2 stated intent; E3 specific past behaviour; E4 costly commitment (real time, data or documents given); E5 money or repeat behaviour. Source: observed (you saw it), reported (they told you), artifact (a document, screenshot or record), third party (someone else told you). The two Moment-of-Truth questions, asked about the current solution: "What almost stopped you?" and "What made you go ahead?"

2. How to fill the guide, with a filled example

Principles: Fitzpatrick, *The Mom Test* (in Foundiro wording); the d.school "Interview for empathy" card; Aulet, primary market research; The Journalist exercise in *Value Proposition Design*. Sprint practice rules: at least two current-cost questions and no pitching.

Purpose: a guide that produces stories about the past, current alternatives and money already spent, never opinions about your idea.

Instructions

1. Write at most three learning goals, each tied to a claim (C1-C4), and the riskiest assumption this sprint tests.
2. Derive the questions from the customer profile you believe in (the jobs, pains and gains you assume, each marked assumed) and from your claims.

3. Follow the template's order: opening and consent; their world; a neutral screening question, then the most recent occasion; workarounds and their cost; **at least two questions about current costs, including one about money actually spent**; who decides and pays; close.
4. Add a question about how they last looked for a different way ("Have you ever looked for a different way to handle this? If yes, how did you look?") and the two Moment-of-Truth questions about the current solution: "What almost stopped you?" and "What made you go ahead?".
5. Delete every banned form: "Would you...", "Do you think...", "How much would you pay...", any description of your idea.
6. Ask for a critique of the guide: your AI assistant with the lesson's briefing, or a peer or facilitator against the banned list (the two routes are equal). Decide on each suggestion and log the changes.
7. After each interview, mark which questions produced stories and which produced opinions; revise.

Filled example (MarketLink improved guide, 6 October 2026, after Sprint Session 1 on 5 October)

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Venture: MarketLink Segment: home food sellers, at least 20 orders/week via messaging, City A (first population
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Learning goals: 1. Do costly order/payment/delivery failures happen, how often, and to whom? (C1, C2)
 2. What do sellers do and spend about it today? (C3)
 3. Have they changed tools or helpers, and why? (C4 signals)
Riskiest assumption: that failures cost real money or customers, not just annoyance.

Opening:
 "I'm researching how home sellers handle orders and payments. I'm not selling anything.
 You can stop at any time. May I take research notes?"
 Only if yes, and only if needed: "May I also record our conversation?"
 (Transcription, AI analysis and public quotation are each asked separately, later.)
Their world:
 1. "Walk me through yesterday's orders, from the first message to delivery."
 2. "Which part of that takes the most time?"
Screen first, then the most recent occasion:
 3. "In the last month, has an order, payment or delivery gone wrong? No is a fine answer."
 If yes: "Tell me about the most recent one."
 4. "What happened next? What did it cost you, if anything?" (if a cost: how much, how long)
Workarounds:
 5. "What do you do today to keep track? Can you show me?"
 6. "What have you tried before? What did you stop using, and why?"
MONEY (at least 2):
 7. "Do you pay anyone or anything to help with orders or payments? If yes, how much a month?"
 8. "How much time does this take you in a normal week, and in a busy one?"
Decision:
 9. "Who decides whether to spend money on this?"
Search, and the Moment-of-Truth questions:
 10. "Have you ever looked for a different way to handle this?"
 If yes: "How did you look, and whom or what did you ask?"
 11. "If you took on a tool or a helper: what almost stopped you? What made you go ahead?"
Close:
 12. "Who else should I talk to?" Permission to follow up.

Banned: would you / do you think / how much would you pay / describing MarketLink
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Change log, first guide to improved guide (with the AI critique)

First-guide question	AI critique (summary)	Decision	Improved guide
"Would you use an ordering app?"	Hypothetical; invites politeness	Agree	Q1 "Walk me through yesterday's orders"

First-guide question	AI critique (summary)	Decision	Improved guide
"What features do you want?"	Collects ideas, not evidence	Agree; **deleted**	-
"How much would you pay?"	Hypothetical price	Agree	Q7, Q8 current spend of money and time
"Do you find orders stressful?"	Leading	Agree	Q3: screen first ("has anything gone wrong?"), then the most recent occasion
-	AI suggested "How satisfied are you with your current process, 1-10?"	**Rejected:** a rating is stated opinion; Q5-Q6 ask for behaviour	-

Expected output: an improved guide of 8-12 questions, at least two questions about current costs, including one about money actually spent, no banned forms, every question tied to a learning goal, the change log from the first guide and an AI Contribution Note ("No AI used" is a valid note). **Feeds:** venture portfolio section 3 "Method"; the rubric row "Interview guide" in the facilitator guide.

Practice set for U2.3 guided practice (ten questions to rewrite)

Rewrite each question so that it asks about a specific past occasion, a current workaround or a current cost, with no leading, hypothetical or pitching form. Your facilitator may substitute their own ten.

#	Question as handed out
Q1	"Would you use an app that reminds you to reorder supplies?"
Q2	"Do you think late payments are a big problem for you?"
Q3	"How much would you pay for a tool that matched payments to orders automatically?"
Q4	"Wouldn't it be great if all your customers ordered through one link?"
Q5	"Do you usually check your orders every evening?"
Q6	"What features would you want in an ordering tool?"
Q7	"If this problem disappeared tomorrow, what would that be worth to you?"
Q8	"Most sellers lose orders at the weekend, don't they?"
Q9	"Do you find Saturday evenings stressful?"
Q10	"Do you like our idea of a chat-based order tracker?"

Model answers are in the facilitator guide and open in the workspace after your own attempt.

3. Evidence ledger (one row per meaningful statement or observation, within one hour)

Field	Interview 1	Interview 2
Interview number, date, method		
Who: role, fit with your segment, payer or user		
Item class: valid in segment / comparator / out of scope		
Relationship to you (none / acquaintance / friend or family, flagged)		
Statement or observation, in their words		
Claim (C1 to C4)		
About: their current alternative, or your proposed offer		
Commitment level (E0 to E5) and who tagged it (you, AI, both)		
Source: observed / reported / artifact / third party		
If AI proposed the tag: agree, or changed and why		
What this item cannot show		

Filled example (fictional). Interview 6, 10 October, in person. Meal seller, about 60 orders a week, payer and user. Valid in segment. No relationship. "Last week a customer paid, but the order never reached my niece. I refunded 85 CU." C1 and C2. About the current situation. E3. Reported. Tag proposed by AI, agreed. Limits: one seller, self-reported amount.

4. Consent record (one per interview)

Permission	Yes / No / Pending	Scope and date
Research notes		
Recording		
AI transcription		
External AI analysis		
Public quotation (named or anonymous)		

No consent to take part means the interview is excluded. Recording is not permission to send the recording to an external AI service. Where a permission is pending or no, use the permitted manual route.

5. AI use note (one per artifact)

Field	Entry
Artifact and version	
My first attempt, before AI (link or summary)	
What the AI did (critiqued, drafted, tagged, played a persona)	
What I kept, what I rejected, and why	

Field	Entry
What I checked, and how	
Errors or weak points the AI introduced	
Decisions I made	

"No AI used" is a valid note. A practice persona is synthetic (E0) and never enters the ledger.

6. Learner assessment: Interviewing without bias

Answer in your own words, without AI, after the field week. Your facilitator reads your answers against the model answers in the facilitator guide and gives written feedback; the questions are not scored.

1. Rewrite "Would you use an app that reminds you to reorder supplies?" for a café-owner interview, and say which claim your rewrite can produce evidence for.
2. A seller says: "Honestly, I'd definitely try something like that." Tag it (claim, E-level, source details) and say what it can and cannot show.
3. Twelve minutes into an interview you described your idea. The person then says they have been paying a bookkeeper 200 CU a month for two years to fix exactly this. How do you tag the two parts of the interview?
4. Your AI rehearsal persona told you "the biggest pain is that suppliers never answer the phone". Can you put this in your ledger? What can you do with it?
5. An interviewee answers "I usually check the orders every evening." What is your next question, and why?

Response and workings

Continuation page

Worksheet: _____ Row or question: _____ Date: _____