

Discovery Interview Guide

These are example questions designed to guide a 30-minute discovery interview. They should be tailored to the product and participant context. Choose 1–2 warm-up questions and prioritize areas most relevant to your research goals. Aim for no more than 15 total questions to allow for natural conversation and follow-ups.

Warm-Up & Context (1–2 questions)

Goal: Understand their role and how they interact with the product.

1. Can you tell me about your role and the kinds of tasks you typically handle?
 2. How often do you use [Product Name], and what are you usually trying to accomplish with it?
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Current Experience

Goal: Learn what's working, what's not, and how they're using the product.

3. Can you walk me through a typical task or workflow you perform using [Product Name]?
 4. What do you find most helpful or valuable about the platform in your day-to-day work?
 5. Can you describe a time when using [Product Name] felt frustrating or slower than expected? What were you trying to do, and what happened?
 6. Have you developed any workarounds to deal with challenges in the platform? If so, can you walk me through an example?
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Friction & Opportunities

Goal: Uncover pain points and areas for improvement.

7. Are there any features or parts of the platform that you find confusing, time-consuming, or harder than they should be?
 8. Which parts of the platform, if improved, would save you the most time or reduce complexity?
 9. Are there tasks you wish you could do on your own without needing help from other teams or tools?
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Onboarding & Learning

Goal: Explore how users get up to speed and where they need more support.

10. What was your experience like when you first started using [Product Name]?
 11. Were there any parts that took longer to learn or felt unintuitive at first?
 12. Have there been any resources or documentation that you found especially helpful—or wish existed?
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Vision & Closing

Goal: Tap into unmet needs, aspirations, and open feedback.

13. If you could change one thing about [Product Name], what would it be and why?
14. What's one thing you wish the platform just 'got right' for someone in your role?

15. Is there anything else you'd like to share about your experience that we haven't covered?