



Customer Interview Examples

******Here are two example customer interviews using *The Mom Test* format to illustrate how entrepreneurs can apply this approach:

Example 1: Coffee Shop Loyalty Program

Customer Segment: Frequent coffee drinkers

Interview Summary

Date: 2025-04-02

Interviewee Name: Sarah (Marketing Professional)

Context: Met at a local coffee shop, she buys coffee 5+ times a week.

Key Insights from the Interview

1. Current Behavior & Experience

Last time buying coffee: This morning on the way to work.

Process: Orders through a mobile app to save time.

Frequency: At least 5 times a week.

2. Pain Points & Challenges

Biggest frustration: "I hate waiting in long lines when the mobile app glitches."

Workaround: Sometimes orders in advance, but the order is occasionally wrong.

Other solutions tried: Switched coffee shops once due to app issues but returned because of taste preference.

3. Financial & Emotional Costs

Cost perception: “I probably spend too much, but it’s a daily habit.”

Would pay for a better solution? “If there was a way to get free coffee more often, I’d be interested.”

4. Past Purchases & Decision-Making

Loyalty programs used: Uses the current shop's points system but finds it slow.

Why choose this coffee shop? “Convenience and taste, even though prices are higher.”

5. Ideal Solution & Priorities

Dream solution: Faster checkouts and better rewards.

Must-have features: Reliable mobile ordering and better discounts for frequent buyers.

Notable Quote: “If there was a VIP lane for regulars, I’d sign up in a heartbeat.”

Example 2: Meal Prep Subscription for Busy Parents

Customer Segment: Parents looking for convenient, healthy meals

Interview Summary

Date: 2025-04-02

Interviewee Name: James (Father of two, Software Engineer)

Context: Found via a parenting Facebook group, struggles with meal prep.

Key Insights from the Interview

1. Current Behavior & Experience

Last time prepping meals: Sunday night, took 3 hours.

Current method: Buys groceries weekly, batch cooks on weekends.

2. Pain Points & Challenges

Biggest frustration: “By Thursday, I don’t want to eat the same meal again.”

Other solutions tried: Tried meal kit delivery but found them expensive.

What happens if he doesn’t plan meals? “We end up eating fast food, which I don’t like.”

3. Financial & Emotional Costs

Spends: ~\$200 per week on groceries.

Would pay for a better solution? “If it saves me time and keeps meals interesting, I’d consider it.”

4. Past Purchases & Decision-Making

Last time paid for a meal service: Last year, canceled due to high costs.

Decision factors: Convenience vs. cost.

5. Ideal Solution & Priorities

Dream solution: Pre-made meals with variety, priced affordably.

Must-have features: Healthy, kid-friendly, and easy to heat.

Notable Quote: “I don’t mind cooking, but I just don’t have the time every night.”