

Customer Development Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Answer about the named problem and your experience during the past 30 days. All questions are optional. Do not include private information.

1. What task have you tried to complete in the past 30 days that relates to the problem named by the organizer?

2. How did you handle that task most recently?

- ☐ Used an existing product or service
- ☐ Used a manual process or spreadsheet
- ☐ Asked another person for help
- ☐ Combined several approaches
- ☐ Postponed or abandoned the task
- ☐ I did not encounter the task
- ☐ Another approach

Customer Development Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

3. How often did you encounter this problem during the past 30 days?

- ☐ Not at all
- ☐ Once
- ☐ Two or three times
- ☐ About once a week
- ☐ Several times a week
- ☐ Daily or almost daily
- ☐ Not sure

4. Which part of the most recent attempt was most difficult?

5. What was the main consequence of that difficulty?

- ☐ Extra time
- ☐ Extra cost
- ☐ Errors or rework
- ☐ A delay for someone else
- ☐ Stress or frustration
- ☐ A missed opportunity
- ☐ No meaningful consequence
- ☐ Another consequence

Customer Development Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

6. What have you already tried to make this task easier?

7. Would you consider a separate voluntary follow-up conversation about this task?

- ☐ Yes
- ☐ Maybe
- ☐ No