******Customer Interview Form**

Interview a focus group of your target customers or talk to them one-on-one. Listen carefully and take notes on this form. Be open-minded and nonjudgmental. Ask logical follow-up questions.

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| 1. How would you describe yourself as a consumer?
 | Description |
| 1. What brands, if any, do you feel loyal to?
 | Description |
| 1. Why do you think you feel loyal to them?
 | Description |
| 1. When choosing one brand over another, what is most important to you?
 | Description |
| 1. What do you know about [my brand]?
 | Description |
| 1. Do you use it? Why or why not? How often?
 | Description |
| 1. What triggers you to buy it?
 | Description |
| 1. If you are familiar with [my brand], what do you think are its strengths?
 | Description |
| 1. What do you think [my brand] could do better?
 | Description |
| 1. What 3-5 words would you use to describe [my brand]?
 | Description |
| 1. On a scale of 1-10, how likely are you to recommend [my brand] to friends or family? (1 being least likely and 10 being most likely)
 | Description |
| 1. Any additional thoughts on this topic?
 | Description |

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