

CUSTDEV QUESTION LIST:

How to Intimately Understand Your Audience

What is CustDev and Why is it Important?

Customer Development (CustDev) is a method of conducting in-depth interviews with potential customers to identify their pain points, needs, and motivations.

Unlike surveys, CustDev provides real-time feedback and valuable insights to help create a product that truly meets people's needs.

THE GOAL OF CUSTDEV:

- ✓ Identify the key problems which your audience faces.
- ✓ Understand how they make purchasing decisions.
- ✓ Determine what they value in a brand, service, or content.

CREATING THE CORRECT CONTEXT

Before starting the interview:

- ✓ **Introduce the purpose of the conversation:** to improve the product, content, or business.
- ✓ **Reassure them** that everything discussed will remain confidential.
- ✓ **Emphasise** the importance of openness and honesty.
- ✓ **Inform** them that the session will be recorded for further analysis.

30 QUESTIONS TO HELP YOU UNDERSTAND YOUR TARGET AUDIENCE

BLOCK 1:

General Information About the Customer

1. What do you do? What does your typical day look like?

2. Which social media platforms do you use the most and why?
3. Which Instagram influencers, content creators or specialists do you follow? Why?
4. What type of Instagram content do you enjoy the most?

BLOCK 2:

Audience Pain Points & Problems

5. What are the biggest challenges you face in [your niche/life]?
6. How long have you been dealing with this problem?
How does it affect you?
7. Have you tried solving this issue before? What methods did you use?
8. Why do you think those solutions didn't work (if they didn't)?

BLOCK 3:

Needs & Desires

9. If you could have the perfect solution to your problem, what would it look like?

10. What factors do you consider when choosing a product or service?
11. What outcome is most important to you?
12. What matters more to you: price, quality, or speed of results?

BLOCK 4:

Content & Communication Preferences

13. What topics and content formats interest you on Instagram?
14. How do you prefer to consume content: text, video, or Stories?
15. What do you feel is missing from specialist/brand content?
16. What type of content creates a sense of trust for you?

BLOCK 5:

Purchasing Process

17. How do you usually make a purchasing decision?

18. Where do you look for information before making a purchase?
19. What might stop you from buying a product, even if you're interested?
20. What was the last product/service you bought in this niche? Why?

BLOCK 6:

Competitors & Alternatives

21. Are you following competitors? What do you like or dislike about them?
22. Why haven't you bought from them yet? What was missing?
23. What would make our product/service stand out from competitors enough for you to choose us?

BLOCK 7:

Loyalty & Trust

24. What makes you trust a brand or a specialist?
25. Have you ever been disappointed by a product or service? Why?

26. What would make you unfollow an Instagram account?

BLOCK 8:

Bonus Questions

27. If you could improve one thing about [business niche], what would it be?

28. What is your main decision-making factor when choosing between similar products/services?

29. What type of content or themes do you enjoy from influencers that you follow?

30. What kind of information or service do you truly feel is missing?