

VIBEMOTION LABS

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# User Research

## *Interview Script + Synthesis*

Ask better questions. Spot patterns faster. Build features users actually want.

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# \$27

The complete discovery toolkit — from scheduling through to insight extraction.

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### BEFORE THE INTERVIEW — CHECKLIST

- Define your learning objective in one sentence: what decision will this inform?
- Recruit five to eight participants from your target user segment
- Schedule forty-five-minute sessions with a fifteen-minute buffer between each
- Send a calendar invite with a video link — no pre-reading required
- Prepare your recording consent statement (see below)

### RECORDING CONSENT — READ ALOUD AT THE START OF EACH SESSION

*"Before we begin — I would like to record this session so I can focus on our conversation rather than taking notes. The recording will only be seen by our product team and will not be shared publicly. Is that acceptable?"*

## THE INTERVIEW SCRIPT — 45 MINUTES

**Warm-Up — 5 minutes**

QUESTION	WHAT TO LISTEN FOR
Tell me a little about yourself and your role.	Build rapport. Listen for contextual clues about their environment.
How long have you been doing [activity related to your product]?	Gauge their experience level and sophistication.
Walk me through what a typical day or week looks like for you.	Understand workflow context before diving into pain points.

**Current Behaviour — 15 minutes**

QUESTION	WHAT TO LISTEN FOR
Tell me about the last time you had to [problem area]. Walk me through exactly what happened.	Listen for friction points — do not interrupt or redirect.
What tools or approaches do you currently use for [problem]?	Uncover your real competitors, including workarounds and manual processes.
What is the most frustrating part of that process?	This is your gold mine. Let them elaborate without prompting.
How often does this situation arise?	Frequency is a proxy for market size and urgency.
What happens if you do not resolve this?	Understand the real cost of the problem — quantify where possible.

**Current Solutions — 10 minutes**

QUESTION	WHAT TO LISTEN FOR
Have you tried any other solutions? What happened?	Understand why alternatives have failed or fallen short.
If you had a magic wand, what would the ideal solution look like?	Surface latent needs — treat literal answers as metaphors to probe further.

What would make you trust a new solution enough to try it?

Reveals the adoption barriers you must address at launch.

## Closing — 5 minutes

### QUESTION

### WHAT TO LISTEN FOR

Is there anything I did not ask about that you think is important?

Always ask this — the best insights often emerge here.

Who else do you know who deals with this? Would you be open to making an introduction?

Referral recruitment for future research rounds.

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SYNTHESIS — COMPLETE WITHIN 24 HOURS

## Affinity Mapping

01

Dump Write every observation, quote, and behaviour on a separate note. One idea per note — no editing.

02

Cluster Group related notes. Do not force it — let themes emerge naturally. Aim for five to eight clusters.

03

Name Give each cluster a three-to-five-word label that describes the insight, not just the topic.

04

Rank Which clusters have the most notes? The most emotional intensity? The highest-value problems?

05

Insight Write one insight statement per cluster using the template below.

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### INSIGHT STATEMENT TEMPLATE

INSIGHT: [User type] struggle to [specific task] because [root cause], which causes [negative outcome].

OPPORTUNITY: If we could [improvement], users could [benefit] — leading to [business impact].