

▶ POST-LAUNCH FOUNDERS · WORKSHEET

The User Interview Template.

14 behavior-anchored questions. A recruiting email that pulls 30-45% reply rates. A scorecard so call three doesn't blur into call two. Five conversations, one product decision.

QUESTIONS	PHASES	CALL LENGTH	DECISIONS
14	4	25-30 min	1

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SECTION 01

How to Run This Template

EST. 14 DAYS

This worksheet runs in five sittings over two weeks. Don't improvise the question order on the first five calls. Score every interview within sixty minutes of finishing it. By call five, the pattern shows.

1**Recruit three pools**

Pull a short list from active users, recently churned, and most recent signups. Equal weight. Email each within seven days of their last session.

2**Send the one-paragraph email**

The exact script is on page three. Send from your founder address, not a no-reply. Keep it under 90 words.

3**Run the 14 questions in order**

Same order, every call. Phase 1 through Phase 4. Pages four through seven of this worksheet have answer space.

4**Score within 60 minutes**

Page eight has the scorecard. A is what they did. B is what they said. C is what they predict. Weight them 100 / 50 / 0.

5**Decide at call five**

Page nine has the decision tree. Repeated pre-signup story = segment fix. Repeated friction = activation fix. Repeated workaround = feature.

► ONE RULE

Past behavior predicts future behavior. Hypothetical answers do not. If a question can be answered with "I would" or "I think," rewrite it before the call.

SECTION 02

The Recruiting Email

SEND FROM FOUNDER ADDRESS

Copy this email verbatim. The single most replied-to version replaces nothing except *[first name]*, *[product]*, and the calendar link.

DRAFT · cold reach

REPLY RATE 30-45%

SUBJECT: 20 minutes? Founder of [product] here.

Hey [first name],

I'm the founder. I'm trying to figure out what is and isn't working for the people who signed up in the last month. You're one of them.

Could I take 20 to 25 minutes of your time on a video call this week? I am not selling you anything, I am not running a survey, and I will keep your name off any notes. I just want to hear about your day, your week, and where this product fits or doesn't.

If yes, here's my calendar: [link].

If no, totally fine. A two-line reply telling me what made you stop logging in would be the second-best thing.

Thanks for trying us out either way.
[Your first name]

ACTIVE USERS **30-45%**CHURNED USERS **15-20%**NEW SIGNUPS **20-30%**

► FALLBACK ASK

The "two-line reply" alternative pulls another 10-15% who refuse a call but will type one paragraph. Those replies are data. Save them in your scorecard under Bucket A – they are past-tense by construction.

INTERVIEW #

USER NAME

DATE

POOL (A/C/N)

PHASE 01

Context

3 QUESTIONS · ~5 MIN

Q1

Walk me through what you were doing in the hour before you signed up. Where were you, what were you trying to get done?

Q2

What had you tried before us that wasn't working for you?

Q3

The moment you decided to give us a shot, what did you tell yourself you wanted out of it?

The Last Time They Used It

Q4

When was the last time you opened the product? Walk me through that day, hour by hour if you can remember it.

Q5

What were you trying to get done in that specific session?

Q6

What did you do first inside the product? What happened next?

Q7

At what point did you stop using it? What was happening right before you stopped?

Q8

What did you do immediately after you closed the tab?

Q9

If we shut down tomorrow and you got a refund, what would you do instead?

Q10

What is the closest thing to us you have used? How does ours compare in your week?

Q11

Tell me about the most frustrating moment you have had with the product. What was happening in your day right before that moment?

Q12

Imagine you had a magic wand. What is the one thing you would change about how you currently solve this problem?

Q13

Pretend you told a friend about us last week. What did you say to convince them to try it?

Q14

If we doubled our price tomorrow, what would you do?

► END OF INTERVIEW

Thank the user. Send a one-paragraph follow-up within 24 hours so the door stays open for a second call. Move to the scorecard within 60 minutes while vocal tone is still fresh.

SECTION 04

The Scorecard

SCORE WITHIN 60 MIN

Score each interview against three buckets within sixty minutes of finishing the call. Memory of vocal tone and pause length decays in ninety minutes. Score before it does.

A. Behavioral

WEIGHT · 100%

CAPTURE

Past-tense actions.
Tool names, times,
sequence.

- Specific moment named
- Tools / tabs named
- Sequence clear
- Workaround surfaced

B. Reasoning

WEIGHT · 50%

CAPTURE

Why they say they did
it. Treat as
hypothesis.

- Reason named
- Emotion named
- Comparison made
- Goal named

C. Prediction

WEIGHT · 0%

CAPTURE

What they claim they'll
do. Throw it out.

- "I would" statement
- "I'd pay" statement
- "I'd recommend"
- Future intent claimed

► CROSS-CALL PATTERN

After five calls, look for the same Bucket A entry across three or more interviews. Same pre-signup moment = segment. Same friction = activation. Same workaround = feature. Page nine has the full decision tree.

SECTION 05

What to Do After Five Calls

PICK ONE

IF · same pre-signup moment in 3+ calls →

Decision: segment fix. Your customer is sharper than your homepage currently reflects.

- Rewrite the homepage hero around that exact moment within 7 days
- Update onboarding copy to match the moment
- Adjust acquisition channel to find more of that segment

IF · same first-session friction in 3+ calls →

Decision: activation fix. Your funnel has a single point of failure.

- Block one week, defer all other work, fix the friction
- Re-recruit 5 new users post-fix, run the template again

IF · same workaround in 2+ calls →

Decision: feature with proven willingness.

- Build the simplest version this month
- Ship to the users who described the workaround first

IF · no pattern in 5 calls →

Decision: segment problem, not a product problem.

- Re-recruit from a different acquisition source, run again

▶ NEXT STEP

Hatch keeps interview notes, scores them across calls, and surfaces the segment pattern by call five so you don't have to. Free 14-day trial. Founding Member: \$19/month.

pophatch.com