

INTERVIEW SCRIPT TEMPLATE

Use this template to create an interview script or guide as a reference during interviews.

GREETING

Thank the person you are meeting & introduce what the conversation will be about.

Example: *Thank you for taking the time to meet. As Moon Bay Coffee expands, we are conducting informational interviews to learn from people like you. We want to know what you look for in a coffee shop.*

BACKGROUND & PURPOSE

Share a little background info so your interviewee will know what to expect.

Example: *We are a local coffee roaster with three locations in the city. Community matters a lot to the owner of Moon Bay. So, we want to make sure that we have a shop that meets community needs. I will be asking a few questions about your preference for atmosphere & price. Then I'll ask you some questions about your favorite coffee drinks. This interview will only take about 10 minutes.*

INTERVIEW QUESTIONS

List your interview questions below. Don't have too many questions. Focus on 2-5 key questions that help you answer your "unknowns." But don't be afraid to go *off script* if you start to learn something really interesting.

Question 1

Question 2

Question 3

Question 4

Question 5