Customer Interview Worksheet

Validate your clothing idea by talking to real buyers before purchasing inventory. Record one interview per sheet; avoid unnecessary personal details.

Date	Anonymous interview ID	Customer segment

1. Where did you last buy clothes, and why did you choose that seller?

2. What frustrates you most about available clothing, fit, quality or service?

3. What would make the shopping experience better?

4. What is your normal budget for that item? What did you pay last time?

5. How often do you buy it and when are you likely to buy again?

6. Would you place a paid order for a real sample? Why or why not?

Evidence beats compliments

Paid order? Yes / No	Next action	Follow-up date

Use the Customer Research tab in the Excel toolkit to collate at least 20 interviews.