**Customer Discovery Analysis Template**

| **Category** | **Conversation #1** | **Conversation #2** | **Conversation #3** | **Common Themes** |
| --- | --- | --- | --- | --- |
| Socioeconomic characteristics |  |  |  |  |
| Current experience with XXX |  |  |  |  |
| Dislike/like about XX |  |  |  |  |
| Motivations to use XX more |  |  |  |  |
| Concerns about XX that limit use |  |  |  |  |
| Hobbies/interests |  |  |  |  |
| Networks/Influencers |  |  |  |  |
| Technology Use/Social Media Use |  |  |  |  |
| Opportunities (based on analysis) |  |  |  |  |

| **Category** | **Conversation #4** | **Conversation #5** | **Conversation #6** | **Common Themes** |
| --- | --- | --- | --- | --- |
| Socioeconomic characteristics |  |  |  |  |
| Current experience with XXX |  |  |  |  |
| Dislike/like about XX |  |  |  |  |
| Motivations to use XX more |  |  |  |  |
| Concerns about XX that limit use |  |  |  |  |
| Hobbies/interests |  |  |  |  |
| Networks/Influencers |  |  |  |  |
| Technology Use/Social Media Use |  |  |  |  |
| Opportunities (based on analysis) |  |  |  |  |

| **Category** | **Conversation #7** | **Conversation #8** | **Conversation #9** | **Common Themes** |
| --- | --- | --- | --- | --- |
| Socioeconomic characteristics |  |  |  |  |
| Current experience with XXX |  |  |  |  |
| Dislike/like about XX |  |  |  |  |
| Motivations to use XX more |  |  |  |  |
| Concerns about XX that limit use |  |  |  |  |
| Hobbies/interests |  |  |  |  |
| Networks/Influencers |  |  |  |  |
| Technology Use/Social Media Use |  |  |  |  |
| Opportunities (based on analysis) |  |  |  |  |

| **Category** | **Conversation #10** | **Conversation #11** | **Conversation #12** | **Common Themes** |
| --- | --- | --- | --- | --- |
| Socioeconomic characteristics |  |  |  |  |
| Current experience with XXX |  |  |  |  |
| Dislike/like about XX |  |  |  |  |
| Motivations to use XX more |  |  |  |  |
| Concerns about XX that limit use |  |  |  |  |
| Hobbies/interests |  |  |  |  |
| Networks/Influencers |  |  |  |  |
| Technology Use/Social Media Use |  |  |  |  |
| Opportunities (based on analysis) |  |  |  |  |

| **Category** | **Conversation #13** | **Conversation #14** | **Conversation #15** | **Common Themes** |
| --- | --- | --- | --- | --- |
| Socioeconomic characteristics |  |  |  |  |
| Current experience with XXX |  |  |  |  |
| Dislike/like about XX |  |  |  |  |
| Motivations to use XX more |  |  |  |  |
| Concerns about XX that limit use |  |  |  |  |
| Hobbies/interests |  |  |  |  |
| Networks/Influencers |  |  |  |  |
| Technology Use/Social Media Use |  |  |  |  |
| Opportunities (based on analysis) |  |  |  |  |