

# Mom Test User Interview Script

Ready-to-use 30-min script with questions that don't lie · ycplaybook.xyz

## The Three Rules

1. Talk about their LIFE, not your idea.
2. Ask about SPECIFICS in the PAST, not generics about the future.
3. Talk LESS, listen MORE. Aim for 80/20 — them talking 80% of the time.

## 0–2 min · Warm-up

- Hey, thanks for taking the time. As I mentioned, this is a research conversation — not a sales call. I'm just trying to understand how people in your role think about [problem area].
- Quick context: tell me about your role and what you spend most of your day doing?

## 2–10 min · Past behavior

- Walk me through the last time you tried to [accomplish thing]. What did you do, step by step?
- What was the most annoying part of that?
- How long did it take? How much did it cost (time or money)?
- What did you do INSTEAD? What workaround did you cobble together?
- Have you tried other tools to solve this? Why did you stop using them?

## 10–20 min · Quantify the pain

- How often does this happen? Daily? Weekly? Monthly?
- On a scale of 1–10, how painful is it when it happens?
- Who else on your team is affected? How?
- What have you spent money on to try to fix this?
- If a magic wand fixed this tomorrow, what would change about your week?

## 20–28 min · Commitment tests (not 'do you like my idea?')

- If I built something that solved this in [time/money], could I show it to you in 2 weeks?
- Would you be willing to pay \$X/month for it? Why or why not?
- Can you introduce me to 2-3 other people who have this problem?
- What would you need to see before signing up?

## 28–30 min · Wrap

Anything I should have asked but didn't? Mind if I follow up next month with what we built?

## Anti-patterns to avoid

X 'Would you use a tool that...' — they will lie politely. Useless data.

X Pitching your idea in the first 10 min. Contaminates the rest.

X Leading questions: 'Don't you think it's annoying when...' Replace with: 'When was the last time X happened?'

X Letting compliments end the conversation. Compliments are fluff. Commitments (intros, money, time) are signal.