

# Patch pre-product interview script

Patch - Transform your space into an urban garden

- Welcome
  - Context for the conversation
    - Hello. Thank you so much for taking the time.
    - We're trying to help Londoners make the most of their outdoor space. We're just starting out and don't have anything to sell but we want to make sure that we're building something that actually helps.
- Collect demographics
  - Where do you live?
  - Who do you live with?
  - Do you own the flat/house or do you rent?
  - What kind of outdoor space do you have?
  - Can you tell me more about it?
  - Do you have any plants in that space?
  - How do you use the space today?
  - Does that change through the seasons?
  - How do you care for the plants you already have?
  - How do you feel about that?
- Learn from past experiences
  - How did you go about deciding what plants to put into your space?
  - Where did you get them from?
  - How did you discover that place or store?
  - What were the factors you considered important when choosing your plants?
  - How did you get the plants to your place?
  - Was there anything that was frustrating with the experience?
  - Was there anything that you liked about the experience
  - How do you feel about the end result?
- Aspirations or ideal solutions
  - What could have been better about the experience?
  - What did you wish you knew now that you didn't know then?
- Is there anyone else you think we should talk to