

Module 2 Week 2: Customer Interview + Persona Handout

Lesson Overview: Create interview questions, gather approved feedback, and build a simple customer persona.

Key Concepts

- 5-8 customer interview questions
- Interview notes
- Customer persona profile
- Message that would appeal to the customer

Guided Worksheet Activity

Create 5-8 approved customer interview questions and use the feedback to build one ideal customer persona.

Step	Student Response
What is the main idea or task for this lesson?	
What information did you discover or decide?	
What feedback, safety rule, or approval do you need?	
What will you add to your student business binder?	

AI Prompt of the Week

Create 8 simple customer interview questions for my student business idea: [business idea]. The questions should help me understand the customer problem, current solutions, interest level, and what would make someone want to use my product or service.

Reflection Questions

- What did I learn this week that makes my business idea stronger?
- What decision did I make myself after using AI or feedback?
- What is one question I still need to answer?

- What is my next step before the next lesson?

Student Safety Reminder

Do not share home addresses, personal phone numbers, full birthdates, school ID numbers, medical information, payment information, or private family information. Ask a parent/guardian or teacher before public-facing business work.

Deliverable Checklist

- 5-8 customer interview questions
- Interview notes
- Customer persona profile
- Message that would appeal to the customer

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