

Mom Test Interview Scorecard: Score Each Call 1-10

BY JETTHOUGHTS TEAM - JULY 26, 2026 - 4 MIN READ

Template companion to [Lesson 2.1 - The Mom Test: Ask About the Past, Not the Future](#) · [From Idea to First Paying Customer](#)

Use after each call - score within 5 minutes of hanging up, before your memory rounds up.

A call you do not score is a call you cannot count. This one-page scorecard replaces “I think that one went well” with a 1-10 number backed by pass/fail checks and emotional-flag counts. Fill one card per call, then transfer the 10 scores to the [Synthesis page](#) for the build / pivot / kill decision.

Per-call scorecard (one per interview)

Interview #: ____ of 10 · Date: _____ · Interviewee: _____

Hypothesis tested: [CUSTOMER] solves [PROBLEM] - paste from [Lesson 1.1](#)

The 5-question pass/fail check

Score each question within 5 minutes of hanging up, before your memory rounds up. Pass = specific. Fail = vague.

Question	PASS signal	FAIL signal
☐ Q1 Past-behavior story	Specific - date, time, tool, person, feeling	Vague - "I usually struggle with it"
☐ Q2 Quantified cost	A number with a unit - "2 hrs every Tuesday"	Unquantified - "It costs us time"
☐ Q3 Past attempt	Named tool, hired person, custom workaround	"Nothing yet - I've been meaning to"
☐ Q4 Priority score	7+ with a comparison to another priority	No comparison, or polite-default 7
☐ Q5 Buying committee	Names a specific person and their workaround	"I'm the only one who deals with this"

Pass count (Q1-Q5): ____ / 5 5/5 = strong · 4/5 = solid · 3/5 = mixed · 2/5 or fewer = weak (-2 to the score)

Transfer all 10 pass counts to the Synthesis page for the build / pivot / kill decision.

1. Five-question pass/fail check

Score each question pass or fail. Pass = specific story with date, tool, or number. Fail = vague generality or polite default.

#	Pass signal	Fail signal
Q1	Specific story - date, time, tool, person, feeling	Vague generality - "I usually struggle with it"
Q2	Specific number with a unit - "2 hours every Tuesday"	Unquantified - "It costs us time"
Q3	Named tool, hired person, custom workaround	"Nothing yet - I've been meaning to"
Q4	7+ with a comparison to another priority	5-6 with no comparison, or polite-default 7
Q5	Names a specific person and their workaround	"I'm the only one who deals with this"

Pass count (Q1-Q5): ____ / 5

2. Three emotional-flag count

Listen for these in the answers. Tally each time one surfaces.

Flag	Example phrases
Frustration	"I hate this." "It drives me crazy." "Every single week."
Workaround	"I've been meaning to..." "We hacked together..." "I pay [TOOL] \$X for this."
Urgency	"Last week." "This morning." "I missed my kid's birthday because of this."

Total flags: ____ (>=3 flags = strong signal. 0-1 = polite. 2 = ambiguous - treat as 5/10 default.)

3. Score calculation

Base score: Q4 raw number: ____ (1-10)

Adjustments:

- Q4 backed by comparison? Yes = +1 / No = -1
- Pass count: 5/5 = +1, 4/5 = 0, 3/5 = -1, 2/5 = -2
- Flags: >=3 = +1, 2 = 0, 0-1 = -1

The cap (from [Lesson 2.1](#)): no comparison behind Q4, or fewer than 3 flags? Anything above 5 rounds down to 5 - that is the polite-default score, not real urgency.

Final score: ____ / 10

Scoring reference:

- **8-10**: Strong signal - real story, quantified cost, genuine urgency, 4+ passes, 3+ flags
- **5-7**: Mixed - real story but weak workaround, or high flags but low Q4
- **1-4**: Weak - vague answers, polite mode, "nothing yet" on past attempts

4. Notes (write in under 2 minutes)

One verbatim quote (strongest signal from the call):

The one thing you would do differently next call:

Transfer this score to the [Synthesis page](#) once all 10 calls are scored.

Master tracking sheet (all 10 interviews)

Raw scores: List your 10 scores from the per-call cards:

Strong signals (7+): / 10

Decision (from the [Synthesis page](#)):

- ☐ **Build** (7+ strong signals) - proceed to [Lesson 2.6 prototype](#)
- ☐ **Pivot** (4-6 strong signals) - run 5 sharper interviews
- ☐ **Kill** (fewer than 4) - return to [Lesson 1.1](#)

Done: one scored interview card (or 10, if doing the full pass). You have a 1-10 score backed by pass/fail checks and flag counts, not a gut feeling.

Next: run all 10 interviews using the [Mom Test Interview Script](#), then transfer the scores to the [Synthesis page](#).

If blocked: the score keeps landing in the 4-6 range and you cannot tell why. Re-read [Lesson 2.1’s scoring rubric](#) - a 7 needs a comparison behind it plus 3+ emotional flags, or it rounds to 5.

