

JTBD Interview Analysis Report

Interviewee: Lisa Wong, Head of Innovation

Company: FinServ Solutions

Date: December 30, 2024

Time: 11:30 PM

Questions Asked: 1

Duration: 3 minutes

Overall Score: 8

Interview Skills Score: 8

Question Technique: 3/15

JTBD Framework: 0/15

Progress Forces: 0/10

Interview Mgmt: 5/10

Business Insight Score: 0

Market Opportunity: 0/15

Innovation: 0/15

Customer Segment: 0/10

Strategic: 0/10

Key Findings

The opening question was basic, expecting a polite response without eliciting direct job-to-be-done information.

Interview Strengths

The persona maintained a pleasant demeanor helping to create rapport.; The response was professionally tailored to his work context.

Areas for Improvement

The initial question could be more specific or purposive to inquire about the personas's work or experience.

Recommended Follow-Up Questions

Can you tell me about a recent challenge in digital banking?; What aspects of risk management are you currently focusing on?

Interview Transcript

Executive: Hello, I'm Lisa Wong, Head of Innovation at FinServ Solutions. Leads digital transformation for a regional financial services provider serving small to medium businesses. I have about an hour to 90 minutes for this conversation. I am ready to answer your questions.

You: How are you?

Executive: [Smiling and nodding] I'm doing very well, thank you! Immersed and energized in navigating the fascinating nuances of digital banking and risk management. How can I assist you today?