Evaluation of interview with   
**Jeannine Morgan**

1. What were the strong points of the interview?
   1. He interviews with the LSD technic. Most of his sentences begin with ”I get your point” or “I see your frustration”
2. What are the weak points of the interview?
   1. In the beginning he is ignoring the feelings of Ms Morgan “I wouldn’t want to get into your internal matters… ***Anyway***”
   2. Also at the end of the interview he asks for a raincheck because he can’t answer a question. I would have addressed this question differently. “Let me get back to you at the end of this week, with a to do list and run through it together to see what is feasible within your needs, budget and timeframe.”
3. What are the DISC styles of the interviewer and the interviewee?
   1. Interviewer DISC Style \*, I have some trouble picking one Disc style. Merlijn is constantly excusing himself, for things outside of his responsibilities, what makes him more a S. But on the other hand he is never touching on the personal side of the project, what makes him more D:
   2. Interviewee DISC Style C:
4. How do these styles become apparent into the interview?
   1. Interviewer  
      The interviewer is very much focused on the results of the product and ignores the feelings of the person in front of him. He also forgets to dive deeper into some questions “make it easy online”
   2. Interviewee  
      The interviewee is focused on results and data. She is not emotionally attached to the cinema, she wants her patrons to be happy. And this makes her happy, for me this is result driven. In addition ms Morgan responds to the question to keep the communication concise with “That would not be necessary” stating she wants to know everything that’s going on.
5. What behaviors of the interviewee did the interviewer accommodate or ignore?
   1. In the beginning he ignored the frustration ms Morgan has with the website.
   2. Also when she mentions a positive point of the platform the vouchers, he complete destroys this comment with “Members are going to get stuff for free anyway.”
   3. I do like his question about why she initially set up the cinema, this question will possibly give you insights into heart of the product.
6. How did that impact the interview?
   1. I do think by not creating an emotional connection ms Morgan was not open to give proper feedback, everything stayed on the surface.
   2. In addition his questions were also directed towards the technical process, while she stated multiple times she is not knowledgeable about this.
7. How else could the interviewer have reacted?
   1. I sorry to hear all your frustrations with the current website. Let’s use this interview to get a understanding of what is going wrong with it and what your ideal situation would look like.

Evaluation of interview with   
**Larry Weisberger**

1. What were the strong points of the interview?
   1. The interviewer was acknowledging that the demands of mr Larry are useful. But might be a bit much for the current state of the product and asked Larry to list what has priority.
   2. I do think the most relevant information for Larry has surfaced.
2. What are the weak points of the interview?
   1. Martha makes some assumptions in the first question “You are already familiar with our process.”
   2. “How do you think the new features”, how does Martha know they are talking about the same features?
   3. There was some miscommunication about the training, as Larry want to have a simple intuitive website, that is easy to use for students. Where Martha wants to give Comprehensive training.
3. What are the DISC styles of the interviewer and the interviewee?
   1. Interviewer DISC Style S
   2. Interviewee DISC Style S
4. How do these styles become apparent into the interview?
   1. Interviewer  
      Martha was people focused and wanted to make sure Larry opinion was noticed and documented. Everyone needed to be comfortable with the new system.
   2. Interviewee  
      Larry is very concerned about the customers and how they experienced the cinema experience. Also he acts a afraid of Philippa.
5. What behaviors of the interviewee did the interviewer accommodate or ignore?
   1. He agrees with Larry that his feature requests are very valuable. This makes Larry feel understood and respected.
   2. He ignores the fact that the platform needs to be easy to operate as staff changes quickly and is not technically skilled.
6. How did that impact the interview?
   1. By agreeing that Larry’s feature requests are useful he lets him know he is listening, but due to restrictions this is not feasible at the moment. But gives Larry the opportunity to express what his most prominent needs are.
7. How else could the interviewer have reacted?
   1. The response Martha has given “We should plan comprehensive training” could be rewritten to “We should create an intuitive platform that is easy to use, to increase platform adoption.” Or “We can research the platforms the current employees use and make sure our platform UI is comparable to increase useability”

Evaluation of interview with   
**Paula Schlicht**

1. What were the strong points of the interview?
   1. Lise more than once askes more in dept questions about topics dropped by Paula. For example “you say ‘Fair’” and “I heard you are running a small survey”
2. What are the weak points of the interview?
   1. She cuts the interview short, she is leading the interview and should have plenty of time!
3. What are the DISC styles of the interviewer and the interviewee?
   1. Interviewer DISC Style D
   2. Interviewee DISC Style C
4. How do these styles become apparent into the interview?
   1. Interviewer  
      The questions she asks are product focused and condense.
   2. Interviewee  
      She is very complete and specific with her answers
5. What behaviors of the interviewee did the interviewer accommodate or ignore?
   1. There is one response that is being ignored by Lisa, when she asks Paula is she is supposed to report these bugs. Paula twists around the topic without giving a straight answer.
   2. She is acknowledging the needs of Paula by question more deepening questions about the fairness of the data and the survey system.
6. How did that impact the interview?
   1. The question about the bug reporting is now answered, therefore we don’t know what the reason is for her not to report the bugs. This makes it also impossible to find a solution for this issue.
7. How else could the interviewer have reacted?
   1. I agree that fixing the problem on the spot is the best solution for the customer in that moment. But solving the issue is the best outcome for the long run. This will also reduce the workload for you.   
        
      Is there something we can do to make reporting bugs less time consuming for you?

Evaluation of interview with   
**Philippa Snow**

1. What were the strong points of the interview?
   1. Repeating questions in a different way if the answer was not complete.
2. What are the weak points of the interview?
   1. Basic requests from the interviewee where not met: keeping it concise and sharing a agenda.
   2. Also it might have helped to take the Philippa with you through the project so she can see where she can add value
   3. Awkward jokes
3. What are the DISC styles of the interviewer and the interviewee?
   1. Interviewer DISC Style I
   2. Interviewee DISC Style C
4. How do these styles become apparent into the interview?
   1. Interviewer  
      An informal way of communicating. Making jokes in the interview. The agenda for sounds like it’s improvised
   2. Interviewee  
      Not very people oriented, annoyed when asked a for a meeting without a proper agenda/goal.
5. What behaviors of the interviewee did the interviewer accommodate or ignore?
   1. The interviewer ignored the Philippas personality and her personal preferences.
6. How did that impact the interview?
   1. This resulted in situation where Philippa not knowing why she was in this meeting and what her added value was. In addition, it was also not clear what this meeting could have mend for her.
7. How else could the interviewer have reacted?
   1. It was a small effort just to share a proper agenda upfront.
   2. Ms. Snow sorry for not sharing the agenda with you. Today I wanted to talk to you about the current state and future state of the website. Together I want to identify pain points and possible features that would make your work easier.