

Research period 2 – Lesson 02

Lesson 02 - Purpose

At the end of this lesson, students will be able to:

- Formulate targeted interview questions (qualitative research) based on a short case.
- Distinguish between open, closed, leading, and neutral questions.
- Conduct and observe a short interview with attention to neutrality and active listening.
- Validate acquired information by summarizing and feeding back responses.
- Reflect on their role as interviewer and formulate improvement points.

Lesson duration:

135 minutes (2 hours and 15 minutes)

Roles:

Teacher: Owner of the pizza company (Bella Italia)

Students: Researchers who must analyze the problem

Preparation teacher

Print Worksheet: Formulating Interview Questions

Print Observation Form

Print reflection sheet

Case Description: Bella Italia

Bella Italia is a popular pizza restaurant. The owner notices that customer satisfaction is declining and complaints are increasing. The issues occur in several phases: ordering, preparation, order handling, and delivery.

The owner wants to know:

“What is going wrong in the different processes, and how can we improve them to increase customer satisfaction?”

Worksheet Formulating Interview Questions

Assignment:

Choose one process (ordering, preparation C order handling, delivery) and formulate 8 interview questions.

Use the table below to note your questions.

Process name: Ordering

Ordering

1. What is the overall state of the Bella Italia pizzeria and what are the main problems? (introduction question)
2. What features must be integrated into the website and what kind of payments must be included?
3. Do you have any promotional deals or loyalty programs for the customers?
4. How are orders processed for different ordering methods, such as phone orders and online orders?
5. What are the main order values that must be stored in the system and later transferred into preparation management?
6. When a customer has not paid in the past or is on your 'blacklist', how is that handled in your current ordering process?
7. When you realize the original time estimate was wrong, what happens now and what problems does that cause in the ordering process?"
8. How is the expected time until the order is ready currently determined and communicated to the customer for website, phone, and in-person orders?"

Observation Form

Name interviewer: David Corodeanu

Name observer: Alex Karayannis

Aspect	Good	Needs improvement	Comments
The interviewer asked open questions			
The interviewer listened actively			
The interviewer maintained a neutral attitude			
Adequate follow-up questions were asked			
The questions were relevant to the case			
The interviewer summarized responses (validation)			
General feedback:			

Reflection Sheet (Group)

What went well in our interview?

We successfully conducted the interview with attention to neutrality and active listening. We mainly asked open questions, which encouraged the interviewee to give detailed answers about the ordering process. We listened carefully, allowed the interviewee enough time to respond, and summarized answers to validate the information. This helped us gather relevant insights and ensured that the interview remained focused on the case.

Where did we lose my neutrality or focus?

We lost focus when asking a question related to the management system used in the ordering process. The interviewee indicated that the question was unclear because the term “management system” was not explained beforehand. As interviewers, we assumed technical knowledge that the interviewee did not have, which caused confusion and reduced the effectiveness of the question.

What would we do differently in the next interview?

In the next interview, we would adapt our questions more carefully to the interviewee’s level of knowledge. When introducing a new or technical topic, we would first explain it in simple terms or ask what the interviewee already knows. We would also ensure that our questions are formulated in a clear and non-technical way to keep the interview neutral, understandable, and effective.

What insights did we gain about the problems at Bella Italia?

Process name: Ordering

The ordering process is not always clear, which can lead to misunderstandings between customers and staff.

Staff sometimes struggle with the ordering tools or systems, causing delays or mistakes.

Simplifying and improving the ordering process could significantly reduce complaints.

Improving the structure and support for phone-based ordering could reduce errors and improve overall customer satisfaction.

Providing clearer confirmation and delivery time indications for website orders could improve customer trust and overall satisfaction.

Marking:

When	Topic	Way to examine	Weight
Lesson-02			25%
	Interview questions	At least 8 questions formulated? Relevance ? Neutral formulated? Leading to actionable insights?	5%
	Observation C Feedback	Observation C Feedback provided in serious constructive way? Genuine feedback C reflection (see observation form and reflection sheet). (2,5% per from). Be aware of a good formulation).	5%
	What insights are collected on behalve of the interview?	Good and structured description of at least five insights derived from the interview undertaken. (3% per insight).	15%