**Problem & Solution Interviews - Publicate**

**Welcome**

* Thanks
* I want to understand how you currently go about certain tasks with content online so I can understand some processes and current problems you are facing and how you are currently solving them.
* Feedback on proposed solution

**Demographics**

* Your name
* Company name
* What does company do / offering?
* What industry is it in
* What is your job title
* Explain about your job role - what you do
* Do you have authority for budget
* What is your bosses title
* What is your monthly marketing spend and monthly tool spend? (Buffer, Hootsuite, others?)

**Rank and discuss the problems**

* People you work with each find great content, and there is no easy way of you all being able to see and share that content.
  + Reasons you may want to see that content is to collaborate around it, share the information or ideas or so that someone central can take action on it
* Creating content to share online is difficult
  + Working out what to create, creating enough of it, actually creating the content is all time consuming and a challenge
* There is no way to share several relevant pieces of content together at the same time
  + If you wanted to share 5 useful pieces of content about the same subject there is no easy way of doing so.
* Content online is fragmented, which makes it hard to keep it organised, find it again, or reuse it in the future
  + Video’s in one place, blogs in others, articles here and there, difficult to keep track of it all.

**User Flow Analysis**

**Steps taken**

* Count and detail each step
* What are you doing
* Why doing it
* What using to do it
* What is the problem encountered
* What would you like it to do

**Tasks**

* Can you take me through how you go about sharing content socially?
  + Right from the start, what are your sources? Colleagues etc? Content types, places...
* Can you take me through how you go about creating content to share?
  + Right from the start, research to promoting, different types, different places…
* Can you take me through how you save information that you find useful?
  + One method, various methods, purposes...
* Can you take me through how you share information with colleagues or a team?
  + Individual level, team level, behaviours around content once shared…

**Notes - Other feedback**

**Solution Review**

I am working on an online publishing platform that will make it easy to create new content from existing content online which will solve some of the problems we have talked about.

Ask for something

Can we have a follow up meeting to discuss the solution in a few weeks?

Is there anyone you could introduce me to speak with that this would be relevant for / also has this problem?

If we solved this solution would you be interested in paying for it?