Interview Scripts

1. Sponsor & Head of Revenue

- **Objective:** Understand strategic KPIs, revenue goals, and must-have features.
- **Sample Questions:**
  - What are your primary business objectives for the Barcelona market this year?
  - Where do you see the biggest drop-offs or missed revenue opportunities in the current booking process?
  - Which analytics or reporting capabilities are essential for your decision-making?
  - What are your non-negotiable requirements for the MVP launch?

2. Airbnb Host

- **Objective:** Capture host needs for pricing, visibility, and management.
- **Sample Questions:**
  - How do you currently set and adjust your property prices?
  - What challenges do you face when managing bookings and cancellations?
  - What kind of pricing insights or analytics would help you optimize your revenue?
  - How do you prefer to receive notifications or updates about your listings?

3. End User (Guest)

- **Objective:** Identify pain points and expectations in the booking journey.
- **Sample Questions:**
  - What difficulties have you encountered when searching for or booking a property in Barcelona?
  - How important is transparent pricing and booking history to your decision-making?
  - What would make you feel more confident and satisfied with the booking process?

- How do you prefer to interact with the platform (manual UI, chatbot, etc.)?

4. Cognitive/Data Analyst

- **Objective:** Define analytics needs and data integration requirements.

- **Sample Questions:**

  - What key data points do you monitor to assess booking performance?

  - Are there any gaps in the current data or reporting tools?

  - How do you validate that pricing strategies are working?

  - What integrations or exports do you require for your analysis workflows?

5. UX/UI Designer

- **Objective:** Ensure usability and accessibility of workflows.

- **Sample Questions:**

  - What are the most common usability issues reported by users?

  - How do you prioritize features for the booking interface?

  - What accessibility standards must the system meet?

  - How do you validate design changes with actual users?

6. System Admin

- **Objective:** Clarify operational, security, and permission needs.

- **Sample Questions:**

  - What are your main responsibilities in managing the booking system?

  - What operational or security challenges do you face?

  - What permission levels or audit trails are required?

  - How do you handle system maintenance and incident response?