**Creating an Interview Guide with Key Questions**

**Task 0: Identify elicitation techniques**

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|  | **Elicitation technique** | **Description** |
|  | Interviews | Interviews with potential users (project managers, Bas, Developers) to figure out their needs and requirements |
|  | Surveys | Short surveys should be distributed to potential users of the software to determine specific features and identify priorities |
|  | Observation | To observe the day-to-day tasks that project managers handle so the software can accomplish the same |

**Interview guide to elicit insights from potential users of a new project management software**

**Introduction**

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| Interview with potential users of the project management software  Participant 1 of 10:  Thank you for choosing to be a part of this interview. Our company is creating a new project management software for small to medium sized businesses and this interview is being carried out with potential users to determine the needs and requirements. The main goal of this interview is to determine the specific features that will be included in the project management software with focus on usability and required features. I would like to assure you that this interview is 100% confidential and will only be used for research purposes on this project. The total time of the interview will be approximately between 25- 30 minutes and your responses are anonymous. To retain necessary information, we would like to record this interview, please let me know if you are comfortable with that and the other aspects of this interview. Thank you once again for your participation. |

**Interview questions**

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|  | **Questions** | **Question type** | **Explanation** | **Hint** |
|  | What challenges do you currently face in managing projects? | Open-ended question | This question allows the interviewee to express their frustrations and difficulties. It encourages them to share personal experiences, which can reveal essential requirements | Follow up with probing questions based on their responses to dig deeper into specific issues |
|  | What are your favorite aspects of project management? | Open-ended question | This question also brings them back on a good note after sharing frustrations and can also generate insights on what tasks or activities are important to them | Follow up with specific questions to dig deeper on their justifications |
|  | Do you have experience with any project management software? | Closed | This question is to determine if the interviewee has any experience with other project management software in the market | You can ask for names or examples of those they have used and their experiences with |
|  | What were your favorite features in the previous software(s) | Open-ended question | This question aims to determine features that are important to users and prioritize requirements | Follow up with a ‘why’ question |
|  | What features do you use most frequently? | Open-ended question | This question helps to uncover users’ experiences and behavior in order to prioritize features | Follow up with a question to know why? |
|  | What challenges have you experienced with previous software(s) | Open-ended question | This question aims to find gaps and opportunities in the current market with user’s experience with other software | Did deeper to know their specific frustrations and why it is a challenge for them. Also suggest a few possible solutions and ask about their opinions on them |
|  | What are the most important tasks that you have to complete regularly while managing projects? | Open-ended question | This question helps to create a high-level view of the tasks that users will perform with the software to determine features that will be included in the software | Dig deeper to know some more activities involved in these tasks |
|  | What do you see as the primary function of the project management software to you? | Open-ended question | This question aims to discover the primary user need for this software and prioritize this in the design | Follow up with a probing question to know why |
|  | What feature is most important to you in a project management software? Usability? Cost? Collaborative features? User interface? | Ranking | This question is to collect data on what is more important to users in order to prioritize that in the development | You can follow up with a probing question to determine why it is more important to them |
|  | What specific feature encouraged you to upgrade to a premium account | Probing | This question aims to uncover reasons behind user behaviors and decisions | Follow up to know that specific reason and importance of that feature to them |
|  | Please rank the following features in order of importance: task treacking, team collaboration, reporting | Ranking | This question aims to understand priorities and what features are most valuable to use |  |
|  | What other software do you use in accomplishing your tasks? | Open-ended question | This question helps to note what other software or features that could be integrated with the new software for competitive advantage |  |
|  | On a scale of 1 to 5, how satisfied are you with your current project management tool | Scale | This question aims to gauge the strength of user’s feelings about their current tool | Follow up with a probing question to determine their specific reasons for their ratings |

**Closing remarks**

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| Thank you for your time and insights today. Your feedback will significantly contribute to our project’s success. |