Questions for Interviewees

1. Describe your process of pitching a new idea to stakeholders.
   1. Note: Stakeholders can be internal or external. The idea can be a strategy recommendation, an investment recommendation, or some large solution you are recommending but require stakeholder buy-in.
2. What are the major pain points in this process? Please list as many as you can think of.
3. How long does this process typically take from initiation (starting the project or task) to conclusion (in the form of final presentation or report)?
4. What, if any, specialized models/tools/software do you use?
5. How do each of these tools make your job easier?
6. How many times per day do you think you are distracted from work? What are the main distractions?
7. How do you circumvent distractions?
8. If you could have one tool that mainstreams your work (research, summary, calculations, risk assessment, competitor analysis, power point presentation, etc.) how would you envision it being used? Would you use it assuming it could seamlessly integrate with your work process?
9. Aside from having to get stakeholder buy-in, what other key responsibilities do you have? Who do you have to interact with and how often?
   1. Of your other responsibilities, what are the most tedious you wish you could automate? Why?
10. What task(s) represents 80% of the work you don’t like to do, but have to do?
11. What task(s) are actually enjoyable for you? List them and why they are enjoyable. How could technology make these tasks more enjoyable or take the ones you don’t like off your shoulders?