INITIAL INTERVIEW

FEBRUARY 25

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Interview Script

Intro & Participant Background

[Me] Hi, Rafael.
Name is Rafaela and I am here today to talk you about the "Communication Design" project.
And firstly, I want to ask you, if can I recording this interview? It will not be published in any platform, is just for possible checking after this met. Are you okay with it?

[Rafael] Sure! No problem.

[Me] Thank you. So, Lets..started!

[Me] Our goal with this meet is collect information about what kind of design is appropriate for your project and be aware about your expectations and desire. Okay?

Main Interview Questions

[Me] What tools do you currently use to accomplish this task?
[Rafael] Currently I have been using PowerPoint to build communications to my team.

[Me] What limitations do you see with your current practices?
[Rafael] It is not a really professional way to do this activity, I mean, it is okay for building on Power Point but I know that could there better tools to do that in a more professional way. This tool has some limitations, like size or even else design.

[Me] What do you find enjoyable?
[Rafael] This tool that I have being using is user friendly, has consistency, and if i need that someone help me, it is easy, because everyone knows how to use PowerPoint.

[Me] What is frustrating?
[Rafael] Those limitations that I said before, that is size limitations, design limitations and is it that i remember to say now, if I remember more things may I say it for you later?

[Me] For Sure, feel free to contact me in any time you need.
[Rafael] Thank you are very kind!

[Me] There are any thing that you really wish in this new software?

[Rafael] I really want to a friendly user interface, easy to use, clear and powerful. My point here is, I want to keep the benefits that I had on Power Point and plus new benefits to have a perfect tool.

[Me] Do you want to use this new tool for something else? or just for communications?
[Rafael] That is a really good question! Thank you for asking, because you make me remember something. Could you put a bottom to send these communications automatically?

[Me] For sure! We can do that easily for you.
[Rafael] Thank again.

[Me] Which is approximately your database size?
[Rafael] That is huge, I mean, I need to check it for you and when I have this information, I will e-mail you. Okay?

[Me] Okay! Just let me know as soon as possible.
[Rafael] Right! I will.

[Me] Do you intend to extend this application to mobile as well? or just keep it in Desktop? I am asking it because, could happening you need send or check something urgently and as we know with cell phone everything is in our hands.

[Rafael] That is another good point you brought! Do you know how much more will need I spend to do that in both ways? Because if it is not a huge amount, we can think about make a deal now about this mobile way as well.

[Me] I brought an estimate for you about Mobile. Feel free to see it and after our lunch you can tell me what you thought.

In Closing

[Me] Before Closing this interview, I want to say thank you for your time and my team and I, we are going to do our best for you.
I'm going to send you regularly on Monday at 10am a progress status, but I want you to feel free to talk to me whenever you want about this project. I will be happy to clarify any question you have.