**Interview questions:**

**16-03-2021:**

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| **Question** | **Response / Comments** |
| **Specifics about the case** |  |
| What is the future lookout for the window blinds in the market? |  |
| Any particular market you are targeting? | They are not targeting specific users, but it must be customers with financial means and their products are a part of self-realization (MAZLOW) – ‘I would like a better indoor climate).  It is also about what kind of house people live with it – users with non-liveable ceiling room. |
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| Business model –financial aspect |  |
| **VELUX as a corporation** |  |
| Does Velux have any ongoing projects that is researching potential products related to the case? | The often have a lot of products prototyping. They have ongoing |
| Do you make / construct all your own products, or do you sell 3rd party products as well? |  |
| Is cost an issue? Do you think your products price-range limit your market? Would it make sense to create simple but effective 'cheap' products? |  |
| Why do you use fabric to cover the window? Are there other methods you have experimented with? |  |
| Do you only use natural lighting, or do you have products that enhance/emulate lighting (or other properties)? |  |
| What distinguishes Velux? |  |
| **Customers** |  |
| Why is this product relevant, who would the main customer be and how big a market? | Higher income class, over 40 years old both male and female. |
| Has there been an increase in demand for 'Smart'-blinds? i.e. autonomous/automated window blinds? | The industry is changing to more autonomous/automated blinds – e.g. sensors that sense humidity, heat, etc. VELUX has already started developing products – but it applies for the entire industry. |
| Are people willing to pay extra for 'Smart' features or is practicality favored? | See above. (But was not asked if people actually pay for it or it is just industry trend…) |
| What are home-owners’ main problems with standard window blinds? Why do they turn to you for more specialized products? |  |
| Who are your lead users? | The are not aware of the terms, but have segments (personas):   * It depends on the market/country * Typical 40+ years with higher income. * Early adopters has not been identified yet (can be both older / younger)   There might be a change in segments, where younger users will be more prone to buy electrical equipment. |
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| **Innovation** |  |
| Does Velux have a documented process for innovation? | Star-Gate Innovation (and some other, see slides) |
| In 2014 you had a innovations seminar, did you build up any of the innovations since? … based on those products made by students/enthusiasts | VELUX have design challenge every 1-2 years. The may lead to a prototype if it contains aspects that they have yet considered – and include it into the VELUX product model. |
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| **Competitors** |  |
| Who is Velux biggest competitor? |  |
|  | The competitors products are cheaper, but the quality is more important for Velux. |

**Question Generator for Company Meetings**

Applied Innovation in Engineering Course, 2021 – Faculty of Technical Sciences, AU

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| **Type of Question** | **Definition** |
| Knowledge | Questions based on identifying and recalling information.  Asking topic questions about the:   * Who * What * Where * When * Why * How   Questions that describe what something is. |
| Comprehension | Questions based on organizing and selecting facts and ideas.   * What is the main idea? * What would a brief outline of the topic look like? * What differences exist between  \_\_\_\_? * … |
| Application | Questions based on using the topic’s facts, rules or principles to then apply to something more.   * How is the topic an example of\_\_\_\_\_? * How is the topic related to\_\_\_\_? * Why is the topic significant? * Do you know of another instance where\_\_\_\_\_? * Could this have happened in\_\_\_\_\_\_? * … |
| Analysis | Questions based on separating the larger portion of the topic into smaller components.   * What are the parts or features of \_\_\_\_\_\_? * How would you outline/diagram/map this topic? * How does \_\_\_\_\_ compare/contrast with\_\_\_\_\_? * What evidence can you present for\_\_\_\_\_? * … |
| Synthesis | Questions based on combining topics to form a new whole *“topic”*   * What would you predict/infer from \_\_\_\_\_? * What more can you add to\_\_\_\_\_? * How would you create/design a new\_\_\_\_\_? * What solutions would you suggest from\_\_\_\_\_? * What might happen if you combined \_\_\_\_\_ with \_\_\_\_\_? * … |
| Evaluation | Questions based on developing opinions, judgments, or decisions.   * Do you agree that \_\_\_\_\_\_\_\_? Explain. * What do you think about \_\_\_\_\_\_\_\_\_\_? * What is most important? * How would you prioritize\_\_\_\_\_\_? * What criteria would you use to assess\_\_\_\_\_\_\_\_? * … |