

WORKSHEET #2a

INTERVIEW QUESTIONS GUIDE - IN PERSON

Interviewee: _____

Date of interview: _____

Interviewer: _____

Hello - Could I speak with (interviewee)? My name is _____. I'm a [descriptor] doing some work for the [geographic area or other qualifier] [social enterprise or organization name]. We're looking into creating a product or service to address [customer problem]. Specifically, we're looking for people who've experienced this need/problem directly, and we're wondering if we can ask you about it! [reference person] suggested that you might be a good person to talk with regarding this. The interview will take about 15 minutes - would now be a good time to talk? (If no) When would be a convenient time for you? (If yes) Great! Then let's get started...

[Outline what will happen to the information. (Will it be shared publicly? Privately within an institution? Kept confidential?) Thank them for their time]

1. [if relevant to the problem/solution you're thinking of] Could you tell me a bit about your role?
2. What's the hardest part about [problem context] ?
3. Can you tell me about the last time that happened?
4. Why was that hard?
5. What, if anything, have you done to solve that problem?
6. Did the solution(s) work? If so, what don't you love about the solutions you've tried? If not what do you think went wrong?

OPTIONAL QUESTIONS

7. *How often do you experience this problem?*
8. *How much are you spending to solve this problem now?*
9. *Where do you find information about [problem context] online?*

Okay, last questions:

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10. Do you know anyone else experiencing this problem that would be willing to chat too?

11. Would you like to receive email updates as when we create a solution to this problem?

Thanks so much for your time and input! It is greatly appreciated.

We'll be holding our working session at ____ (time) on _____ (date) at
_____ (location). Might you be interested in attending? [get registration]?