Interview Guide: Product management with distributed teams

### Step 2: Prepare for client interviews

# Introduction

"Hello, thank you for participating in this interview. We are conducting research to understand current product management practices in large enterprise-level organizations, particularly in the context of remote teams. Your insights will be invaluable in developing a Microsoft Teams integration to improve product management. This interview will take approximately [estimated time - e.g., 30-45 minutes]. Your responses will be kept confidential."

#### Section 1: Current product management practices

1. Could you please describe your role and responsibilities within product management at your organization?
2. What product management methodologies or frameworks does your organization currently use (e.g., Agile, Waterfall, hybrid)?
3. How do teams within your organization typically collaborate on products? What tools do you use for communication and task management?
4. How effective are your current product management processes in supporting remote or hybrid work environments? What are the main challenges?
5. How is product progress tracked and reported within your organization? What metrics are used to measure product success?

#### Section 2: Challenges in product management

1. What are the biggest challenges your organization faces in managing products, especially with remote teams?
2. What are the main pain points related to communication and collaboration within product teams?
3. Are there any specific challenges related to task management, resource allocation, or time tracking in your products?
4. How do you ensure product alignment and stakeholder engagement in a remote setting?
5. What are the challenges related to reporting on a product's progress?

#### Section 3: Desired features and improvements

1. What features or functionalities would significantly improve your organization's product management processes, especially for remote teams?
2. How important is it for a product management tool to integrate seamlessly with Microsoft Teams? What specific Teams’ features would be most beneficial?
3. What kind of reporting or analytics would be most helpful for you to track product progress and identify potential issues?
4. Are there any specific features that could enhance team communication and collaboration within products?
5. What are your thoughts on using AI to improve product management? Are there any use cases you can think of?

#### Section 4: Additional information

1. Are there any other tools or platforms that your organization currently uses for product management?
2. Is there anything else you would like to share about your organization's product management practices or needs?

## Conclusion

"Thank you for your time and valuable insights. Your feedback will be instrumental in shaping the development of product Synergize. We appreciate your contribution!"