Stakeholder Interview

Platform: Apollo, Stakeholders:

## 1.Business Goal

* **What would a successful outcome of this project look like to you?**
* **How will you, personally, define success for this project?**
* **What must be addressed in this project? What is the most critical goal of this deliverable?**
* **What happens if this project is not done?**
* **How will we value success?What are the metrics？**

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## 2.Audience and Customers(Main User)

* **How would you describe your audience?(At least 5 words)**
* **How does the audience currently think or feel about your industry as a whole?**
* **What don’t you know about your audience?**
* **What are their pain points? Or in your view, what are your pain points?**
* **What else do you know about your audience?**

## 3.Competitors

* **Who are your competitors?（List 3）**
* **What are their relative strengths/weaknesses?**
* **How do you expect to differentiate this product?**

## 4.Obstacles

* **QA: What problems do you currently see in development (under your assumption)?**

**Are there any technological limitations?**

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## 5.Other potential questions