**ID card**

Company name :

NOGA Code :

Turnover :

Interviewed person :

Function /role :

E-mail address : Phone number : +41

a semi-directive interview guide

**Preamble**

We are currently last year students at the University of applied Scienses (HES). As part of the main option « BeX Experience», we have for mission to create a start-up, manage it and develop it for a few month. Our company is composed from four students. Two of them come from the business economics sector and two from the engineering sector.

With the four of us, we decided to design a new product and marketed it thereafter. However, in order to succeed our mission, we are doing beforehand a market research to detect the potentials customer’s needs. That’s why we called you! We thank you very much for the time dedicated for this interview. (This meeting will last 15-20 minutes).

One more detail. None of the information that you’ll give will be diffused, it’s only an internal study.

**Product presentation**

*The project is a clock matrix using bi-axial motors with a good precision. An application will allow to drive all the matrix. A service of personalization will give you access to a unique clock corresponding at your image.*

<https://www.youtube.com/watch?v=XdaKTnqotbE> (1 min 18)

*The object presented in this video is not our, but it has the same idea.*

**Questions générales**

1. Have you ever seen a similar product?

NO

YES (if «yes » where ?)

1. Disposez-vous d’une horloge dans vos locaux/bureaux ?¨
2. Do you have a clock in your local/office

NO (if « no », do you think it could be useful to add one?)

YES (if «yes » is it useful ?)

1. Do you associate this product with a bascial clock ? If « no » to what ? (moving painting)
2. In which type of company do you see this object?
3. In which place/room do you see this object?
4. Do you think this product could suit the private customers?

NO (if « no », why ?)

YES (if «yes », in which room ?)

1. Do you have in your possession some « design » product at home (private/commercial)?

If yes, which?

1. At which range do you associate this product, why?

High range (luxury)

Medium range

Low range

**Functionalities explanations**

We wish to add some functionalities to this product beside the video that has been shown.

1. What do you see as a supplement functionality? (Weather, company logo…)
2. Which functionality could be interesting to add for your company?
3. Which object do you show in your indoor walls in your company?
4. The possibility to control this product with a smartphone could add more value?

**Specifics questions**

1. How much do you think this product cost?
2. At which price would you buy it?
3. Do you spend a budget yearly for decorations objects? If « yes », how much?
4. Could this object figure in your company/home? If yes, why?
5. What could stop you from buying this object?
6. Do you have any ideas/suggestions of improvement on this product?