

[Company] Interview Guide

“Building upon the success of [current efforts], the [company] is seeking to further increase its level of engagement with [customers] by designing, building and launching a new [branded] web presence that allows for a greater engagement and presents existing data in more easily understandable, usable and actionable ways.

This goal of this project is to develop a robust, highly contextual web presence with a simple, powerful user interface.

We have some questions we’d like to ask you about your attitudes towards the effort described above.”

Note: We would like you to answer the questions *from your own perspective* – not necessarily what you feel you should articulate for the organization as a whole.

Goals and Objectives

How do you personally describe the potential different users of a new site? And how about any different use cases you can think of?

What key features/functionality do you feel should be introduced or enhanced?

Are there any unmet customer and business needs you think the site could actually solve (e.g. community building, better development decision making, budget allocation)

Are there any web- or business-related initiatives currently in the pipeline that might affect the site strategy? Do any of those features need to be considered in the course of the current project?

Brand and Image

What does the [brand] mean to you?

What’s the most relevant feature of the existing brand/product?

What image and/or tone should the site project?

What’s the most important thing you want users to feel when using the new site?

What would make you proud?

Unmet Communication Needs

Do you receive any web-related feedback directly from consumers (e.g., through the help desk or other channels)? If so, can you share and how do you typically respond?

If you could imagine a world without budgets, where the [company] could communicate with customers however they wanted, what would you want to use? What data/information would you convey? How often? Through what channels?

Measurement and Success Metrics

How do you define success in this project?

Sites You Admire

What sites that you use do you like in terms of look, feel, tone or style? What do you like about them?

What competitor sites do you admire? Why?

What sites do you use in your daily life you fee were “purpose built” for your needs?

Data

Have you ever looked at an internal data report and thought wow wouldn't it be great if customers had access to this information themselves or could look it up easily? What data was this?

Get Creative

Can you draw what this site would look like? What options, features, and visuals would you like to see?
(Think about online experiences you enjoy the most)

