

## Exemplar: Create an Interview Guide with Key Questions

This document presents an exemplar solution to the lab “Create an Interview Guide with Key Questions.” Please keep in mind that this is just one point of view and not a definitive solution.

### Solution Task 0: Identify elicitation techniques

Here are some elicitation techniques to gather insights from potential users of the new project management software:

- **Interviews:** These are useful when you need detailed information from stakeholders. They are suitable for gathering personal insights and clarifying specific requirements.
- **Surveys/questionnaires:** They are useful when you have a large audience and need quantitative data. They can be used to gather broad input quickly and efficiently.
- **Workshops:** They are useful when you want to facilitate discussions among multiple stakeholders. They are effective for brainstorming and building consensus on requirements.

### Exercise: Create an interview guide to elicit insights from potential users of a new project management software

#### Introduction

Thank you for agreeing to speak with me today. I’m here to learn more about your needs regarding project management software. Your insights are invaluable in helping us create a product that suits your requirements.

**Hint:** Start with a friendly tone and express appreciation. This sets a positive atmosphere for the interview.

## Questions:

	Questions	Question type	Explanation	Hints for the interviewer
1.	<b>What challenges do you currently face in managing projects?</b>	Open-ended question	This question allows the interviewee to express their frustrations and difficulties. It encourages them to share personal experiences, which can reveal essential requirements.	Follow up with probing questions based on their responses to dig deeper into specific issues.
2.	<b>Can you describe your current project management process?</b>	Probing question	Understanding their current process helps identify gaps and areas for improvement. It also gives you insight into their workflow and how your software can integrate into it.	Ask for specific tools or methods they use (for example, Gantt charts, and spreadsheets) to gain a clearer picture.
3.	<b>What features do you find most useful in project management software?</b>	Closed question with options for examples	This helps prioritize the most desired features. By providing options, you can direct the conversation while still allowing room for additional input.	Offer examples such as task tracking, collaboration tools, or reporting features to stimulate their thoughts.
4.	<b>How often do you collaborate with team members on projects?</b>	Quantitative question (frequency)	Understanding collaboration frequency helps in designing features that facilitate teamwork, such as realtime updates or communication tools.	Use a scale (for example, daily, weekly, monthly) to quantify collaboration and gauge its importance in their workflow.
5.	<b>What tools do you currently use for project management, and why?</b>	Comparative question	Knowing what tools are already in use and their reasons for selection provides insights into user preferences and needs.	Encourage them to discuss the pros and cons of their current tools to understand what works and what doesn't.

6.	<b>What improvements would you like to see in your current tools?</b>	Open-ended question	This question encourages the interviewee to think critically about their current solutions and articulate specific desires for improvement.	Be ready to ask follow-up questions to clarify what specific changes they envision.
7.	<b>How important is mobile access to your project management needs?</b>	Likert scale question	By quantifying the importance of mobile access, you can determine whether to prioritize mobile features in your software development.	Use a scale from 1 (not important) to 5 (very important) and ask them to justify their rating for deeper insights.
8.	<b>What budget constraints do you have when considering software solutions?</b>	Direct question	Understanding budget limitations helps in designing a product that fits within potential customers' financial capabilities.	Frame the question in relation to value; ask them what they would be willing to pay for specific features.
9.	<b>How do you measure the success of a project?</b>	Open-ended question	This helps identify key performance indicators that users consider important, which can guide feature development.	You can prompt them with examples like time management, resource allocation, or customer satisfaction.
10.	<b>Would you recommend any specific features that would enhance user experience?</b>	Suggestive question	This invites users to provide ideas that may not have been covered in previous questions, fostering creativity and innovation in feature design.	Encourage them by saying that all suggestions are welcome, no matter how big or small.

### Closing remarks

Thank you for your time and insights today. Your feedback will significantly contribute to our project's success.

**Hint:** Reiterate your appreciation and let them know their input is valued. Consider offering to share updates on how their feedback influences the project.

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**Note:** The section below is not part of the tasks listed in the lab. It guides analysts on how to analyze responses after conducting a series of interviews.

### **Analysis of responses**

After conducting the interviews, analyze the responses systematically:

- **Categorize responses:**
  - Group similar responses together to identify common themes or requirements.
  - Create categories such as common challenges, desired features, and user preferences.
- **Identify patterns:**
  - Look for patterns in responses that indicate widespread needs or desires.
  - Highlight features that were mentioned frequently across interviews.
- **Prioritize requirements:**
  - Based on the analysis, prioritize the requirements by importance and feasibility.
  - Consider using a prioritization matrix (e.g., MoSCoW method: Must-have, Should-have, Could-have, Won't-have) to classify the features.
- **Document findings:**
  - Create a comprehensive report summarizing key findings, including quotes from interviewees that illustrate important points. ○ Make sure to include both qualitative insights (feelings, experiences) and quantitative data (ratings, frequencies).