# Tool 6.2 Stakeholder Interview Guide

Source: Kim Goodwin, *Designing for the Digital Age*

### All stakeholders

• What is your role in this project?

• What did you do before this?

• What is this product going to be?

• Who is this product for?

• When is the version we’re designing going to be released?

• What worries you about this project? What’s the worst thing that could happen?

• What should this project accomplish for the business?

• How will you, personally, define success for this project?

• Is there anyone you think we need to speak with who isn’t on our list? Who?

• How would you like to be involved in the rest of the project, and what’s the best way to reach you?

### Marketing stakeholders

• Who are your customers and users today, and how do you want that to be different in five years?

• How does this product fit into the overall product strategy?

• Who are the biggest competitors and what worries you about them?

• How do you expect to differentiate this product?

• Using a few key words, how do you want people to see your brand (both the company brand and the product brand)?

• What is the current state of the identity, and can we see a style guide (if there is one) and examples of it applied to materials?

### Engineering stakeholders

• What technology decisions have already been made, and how firm are they?

• How large is the development team assigned to the project, and what are their skills?

• Would you draw a diagram and tell me in lay terms how the system works? (existing products only)

**Sales stakeholders**

• Who is typically involved in the purchase decision?

• Why do customers buy a product like this one, and why would they buy this one over a competitor’s?

• When you lose sales, what are the most common reasons?

• What things do customers complain about or ask for most often, and why?

### Senior executives

Questions similar to those for marketing stakeholders, plus:

• What do I need to know that you don’t think other members of your team have said?

• If you had to choose between going to market on schedule with a flawed product or going to market late with a solid product, which would you choose? (If there seems to be some conflict on this point)

### Subject matter experts

• What are the typical demographics and skills of potential users, and how much variation in these is typical?

• What distinctions in user roles and tasks would you expect us to see?

• What sorts of workflows or practices do you think we’ll be seeing in the field?

**Other product team members**

• QA members: What problems do you currently see in development?

• Support or customer service members: What problems do you see most often?

• Training or technical documentation members: Where do users most often get confused today?