



Interview Guide Examples

EXAMPLE 1

Background

This interview guide was for a project with Techie Co., a middle-market IT services company, seeking to learn the following:

- To understand the value and results Techie Co. provides to its clients
- To understand the client's view of Techie Co., and what makes them distinct/unique
- To understand alternative vendors in the market and how clients perceive the overall market landscape

Interview Guide

#	Question	Drill Down	Notes
1	Can you give me a quick background on your organization and what line of business you are in?	<ul style="list-style-type: none">• Main customers?• Main suppliers?	
2	Describe the company's IT footprint and main uses of IT, and the nature of your relationship with Techie Co.?	<ul style="list-style-type: none">• # of desktops / laptops?• # of applications running?• Critical applications being used?• # of users?• Any customers or partners outside of your company that use your IT?• Which services does Techie Co. provide you?	
2	When and how did you first learn about Techie Co.?	<ul style="list-style-type: none">• Did you get a referral?• Did you see or hear an advertisement?• Who did you talk to first? In person or phone?• What impressed you about Techie Co. initially?• What if anything turned you off about Techie Co. initially?	



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3	Why did you decide to purchase from Techie Co.?	<ul style="list-style-type: none"> • What was the situation / catalyst you were dealing with? Problems you were facing? • Did you evaluate other alternatives? Which vendors? 	
4	What has your experience been with the company?	<ul style="list-style-type: none"> • Positives? • Negatives / areas for improvement? • What if any bumps in the road have there been? What did Techie Co. do to rectify those issues? 	
5	What do you feel is Techie Co.'s value proposition?	<ul style="list-style-type: none"> • What peace of mind does Techie Co. give you? • What does your partnership with Techie Co. enable your organization to do better? • In the grand scheme of things, how critical is Techie Co.'s service to your organization's success? • Has there been a quantifiable ROI? 	
6	What makes Techie Co. distinct from other IT services providers?	<ul style="list-style-type: none"> • Their people? • Their breadth of services/solutions offered? • Their technology? • Their data center? • Their focus on security? • Their high-touch service? 	
7	Who do you interact / speak with the most from Techie Co.?	<ul style="list-style-type: none"> • Account manager? • Onsite IT resource? • Sales? • CEO? • How frequently are you or others in your organization in contact with Techie Co.? 	



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		<ul style="list-style-type: none"> Do you view Techie Co. as a partner? How so? Why or why not? 	
8	What are five words you'd use to describe Techie Co.?	<ul style="list-style-type: none"> 	
9	Would you recommend Techie Co. to a friend?	<ul style="list-style-type: none"> Why or why not? 	
10	What advice would you give to Techie Co. around their marketing, promotion, and messaging?	<ul style="list-style-type: none"> Do you like their Safe. Simple. Smart. Tagline? Do you recommend their website be more like someone else's? 	

EXAMPLE 2

Background

This interview guide was for a project with secondary and post-secondary educators, to understand the following:

- Educators' challenges with distance teaching methods
- Resources, tools, people and organizations educators have looked to for assistance in distance teaching
- What resources do educators need to help them be better distance learning teachers?
- What off-the-shelf, free resources are available for them to include in their courses?
- What methods / means do educators desire for finding and accessing the resources?
- How can the resources stay relevant and updated over time?

Interview Guide

#	Question	Drill Down	Notes
1	Tell me the story about how you made the transition to distance and remote teaching	<ul style="list-style-type: none"> What was the most challenging part? Who did you rely on for help? Who helped you? 	



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2	How many of your peers struggled to adopt their course to be online?	<ul style="list-style-type: none"> • What do they find most challenging? 	
3	What resources did you find/use to help you move your course online?	<ul style="list-style-type: none"> • What made them useful? • How did you find them? • Were they free resources? • Were they provided from educator associations you're part of? • Were the resources tied to distance learning pedagogy? How to use technologies? 	
4	What do you know now that you wish you knew before you were rushed to go online?		
5	If there could be a directory of resources for educators around online teaching, what would it include?	<ul style="list-style-type: none"> • Of the things you listed, do you know of organizations and websites that fulfill those needs? 	
6	What are some examples of online listings/libraries of resources that you use and admire?	<ul style="list-style-type: none"> • Why do you use them? • What do you like about them? 	