

Step 1 – Stakeholder Interview

Purpose

Understand the real problem for a stakeholder before proposing a solution. We are not “selling” an app idea. We are learning.

Roles

- Interviewer (leads questions)
- Note-taker (captures quotes and facts)
- Timekeeper (keeps us on track)

Before you begin

- Ask for consent to take notes/record. Explain where notes will be stored.
- Say: “We want to learn how this task works for you today.”
- Promise: “We will not share your name without permission.”

Interview flow (30–40 minutes)

1. **Warm-up** (3 min): “Could you tell us about your role?” “What does a good day look like?”
2. **Walkthrough** (10 min): “Please tell us about the last time you did this task.” Ask for screenshots, forms, or links if allowed.
3. **Pain points and constraints** (10 min): “Where do things slow down or break?” “How often does this happen?” “Who is affected?” “Are there school rules or laws we must follow?”
4. **Existing/failed solutions** (5 min): “What have you tried? What worked or did not?”
5. **Outcomes and success** (5 min): “If this worked well, what would be different?” “What would you measure to know it helps?”
6. **Wrap-up** (2 min): Summarize what you heard in simple words. Ask: “What did we miss?” “May we follow up?”

Tips for better interviews

- Ask about real past events, not wishes.
- Use open questions: “Tell me about...”, “What happened next?”
- Avoid leading questions (not “Would an app help?”).
- Silence is okay. Give time for thinking.
- Capture verbatim quotes when possible.