

## Semi-structured interview questions

### **I.** *Try to get a whole story to construct the environment as things were happening*

I'd like you to think about a recent example of a piece of work that you did with a business manager. I'd like you to walk me through the whole process from beginning to end:

- how did you meet the person
- how do you communicate/collaborate with them (mail, meetings, chat etc.)
- were there cycles of iteration (the question being asked has been revised, it wasn't what the other person wanted etc.)
- what was the final result? a chart, graphic? a table? can you show it to me? what was being done with it? (put in a presentation, or magazine etc.)
- what takes the most time
- how does your day look like when working on this

### **II.** *Talk about the typical case*

Is the story that we were talking about typical?

What other things happen in the typical context? What happened here that is not typical?

- how many of these projects do you have at one time?
- is your work typical of the larger community?
- are they quick projects, or lengthy?

### **III.** *What are the difficulties in the communication/workflow?*

What causes you difficulty in communicating with the other person? What are the difficulties in the workflow?

- problem with the data (accessibility, relevance)
- problem with the research question being asked
- problem in the communication itself

Are the questions asked of you appropriately posed? How much do you need to do to the question to turn it into an analytical question

Is it often the case that your final product is not what the consumer expected?

How often do you realise that what they want is different to what they asked?

Do you often provide the managers with the capability to do more exploration/customization themselves?

Has there been a situation where what you delivered hasn't met what was asked for?

Has there been a situation where what you delivered met what wasn't asked for?

What was the length of the project? What is the average length?