

The BDA Model Interview Template

To learn read about to use this, please visit: <http://bsai.cc/clients2>

I am interviewing:

Who works at:

I interview them in order to:

Before

During

After

Questions

They Have at This
Phase

Worries

They Have at This
Phase

Frustrations

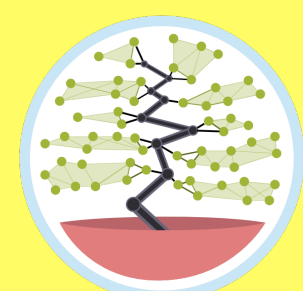
They Have at This
Phase

Things

That Excite Them
at This Phase

Opportunities

For You or Your
Company/Agency



**SAMPLE
QUESTIONS
TO GET
STARTED**

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I am interviewing:

Name of the person.

Who works at:

The company they work for.

I interview them in order to:

The goal of the interview/study.

TIP

People are often hesitant to admit lack of knowledge. Don't imply they are/were ignorant. Ask open questions.

Before

TIP

The first question is indirect. If it doesn't yield enough information, ask the second one.

During

After

Questions

They Have at This Phase

- What information was missing in the materials you had access to?
- What were your most burning questions before you hired us?

- How would you describe the information we provided to you?
- What questions did you have while the project was ongoing?

- What information did you have access to at this point?
- Was the information sufficient or was there something missing?

Worries

They Have at This Phase

- What things seemed risky about this project?
- In what ways did you imagine this project could go wrong?

- What were the top three things you were focusing on regarding this project at that time?
- How did the project proceed according to you and were there any causes for concern?

- What were your primary goals or desired outcomes for the project at this point?
- What were your thoughts regarding the project achieving them?

Frustrations

They Have at This Phase

- What things didn't work well, in your opinion?
- What were the things that frustrated you at this point?

- Were there things that took a lot of energy and attention?
- Were there things that frustrated you while the project was ongoing?

- What was going through your mind at this time?
- What role did you ideally see us play?

Things

That Excite Them at This Phase

- How did you envision the project's outcome?
- What were your expectations and hopes for the project's outcome?

- What was most fun at this time?
- What were the positive surprises?

- How did you feel about the project and its results?
- What were the highlights of the project and what we achieved together?

Opportunities

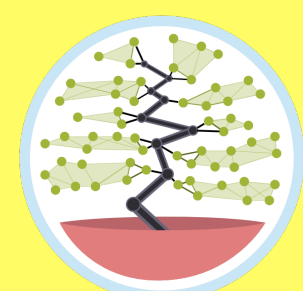
For You or Your Company/Agency

Write your conclusions regarding things you can do differently/better or new products/services you could develop and provide.

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TIP
Don't ask leading questions such as "did the project seem to go bad?"



FILLED IN
SAMPLE
SHEET

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I am interviewing:

Greta G.

Who works at:

Acme Engineering

I interview them in order to:

Find out if there are more things we can help them with.

Before

During

After

Questions

They Have at This
Phase

Was this the right technology to invest in for us? We weren't sure the total price included everything we needed.

I was wondering how quality assurance was to be done to avoid downtime. As an engineer I know the costs of downtime.

One reason why we picked you was that you offered a complete package: development and hosting. But at this point it simple wasn't clear who did what. I'd have liked to see a long-term plan.

Worries

They Have at This
Phase

This was something new and we didn't know the risks.

I felt the team didn't really spend enough time testing what they were building. It felt like a mud castle at times...

I was afraid that things might stop working and there'd be no one to take care of it.

Frustrations

They Have at This
Phase

We needed help to determine the risks involved and how to mitigate them.

The project manager didn't seem to take my concerns regarding quality seriously.

People leaving on vacation made it hard to arrange meetings about my concerns.

Things

That Excite Them
at This Phase

Releasing a brand new product that solves many of the challenges our customers have.

The solution has a fantastic and intuitive user interface that feels solid, despite my misgivings behind the screen.

The solution was met by much praise and we saw high usage immediately. Even better, it's become a sales argument.

Opportunities

For You or Your
Company/Agency

Provide risk analysis as a strategic pilot study feature? New service?

We need to invest in testing automation and uptime monitoring and train our teams. NB: train PM's in customer interaction. They really seem to worry about availability. Perhaps an uptime guarantee?

We need train our PM's to think ahead with clients. We need to show we know our stuff from the start. Ideas: project template with long-term goals and concerns. Phone number or email address that someone always answers.