

Stakeholder Interview

Project..... Date.....

Interview Log

Stakeholder	Interview Date	Priority	Status	Notes	Quotes
Stakeholder 1		High	Contacted		
Stakeholder 2		Medium	Scheduled		
Stakeholder 3		Low	Completed		

Interview Structure

Introduction (1 minute)	About Interviewee (13 mins)	About the Project (13 mins)	Wrap up (3 mins)
<ul style="list-style-type: none"> Introduce self and purpose of interview. Make clear it's confidential. No right or wrong answers. 	<ul style="list-style-type: none"> What do they do? What are their responsibilities? What motivates them? What concerns them? 	<ul style="list-style-type: none"> What do they want to get out of this project? How do they feel about it? Any possible blockers? 	<ul style="list-style-type: none"> An opportunity for further open ended questions; unknown unknowns. Where to go next. Any other points the interviewee might want to make.

Discussion Points

Describe what a successful project outcome would look like to your team. <ul style="list-style-type: none"> What metrics do they use? Understand the motivations of the interviewee. 	Is there anyone whose interests might conflict or interfere with yours? <ul style="list-style-type: none"> Internal politics. Rival projects. 	What are the problems we should be trying to solve? <ul style="list-style-type: none"> What do they really think? Their view may differ from the company or brief. 	What would be your dream outcome for this project? <ul style="list-style-type: none"> What are their expectations? Do they align with everyone else's?
What could prevent us from reaching this outcome? <ul style="list-style-type: none"> What barriers exist? Try and get at least a single answer. 	If this project was 100 years in the future, what would the ideal solution be? <ul style="list-style-type: none"> What they really want to achieve. Good first ideation step. Removes constraints. 	What would you do differently if you controlled the project? <ul style="list-style-type: none"> Another way of learning about potential problems. What other objectives do they have? 	Who else should be interviewed for this project? <ul style="list-style-type: none"> Avoids neglecting parts of the business. Covers all bases.