Interview question guide

The interview should take between 10-20 minutes.

Take our list of questions as a starting point and don’t forget to adapt them to the individual's answers and occupation.

Some questions are quite personal and some people will be put off by them. To avoid an awkward situation you can simply state that you’re going to ask some questions that are a bit personal. Explain how these questions are relevant to your research and that they are optional, after all.

**Questions you can usually find the answer to on LinkedIn**

**(to be skipped if you find the info on LinkedIn)**

*What is your job role / title?*

*In which industry does your company work?*

*What is the size of your company?*

*Describe your educational background.*

*Describe your career path.*

*Whom do you report to?* (the job role will often provide enough information to know if you’re dealing with a decision maker or not)

*What skills are required to do your job?* (many LinkedIn users put this information on their profiles)

*What tools do you use in your job?* (some LinkedIn users have this info on their profiles)

**General questions:**

*How did you discover our company/ service?*

*What is the problem we have solved for you?*

*What convinced you to buy?*

*How do you research products / services? Do you trust online reviews?*

*Could you describe a typical day?*

*What are your long-term goals?*

*What are your greatest challenges?*

*How much time do you spend online? What blogs, news sources, or media do you consume on a regular basis?*

*What are some of your favorite brands and products?*

*Personal demographics (age, marital status)*

At the end of the interview you should thank the interviewee for his time, and give him an opportunity to ask questions or provide feedback.