

Vetting potential interviewees

Age

- Under 12 years
- 12-17 years
- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75 years or older

Gender

- Female
- Male
- Other

Education

- Some high school, no diploma
- High school graduate or equivalent
- Trade/technical/vocational training
- Associate degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree

Marital status

- Single, never married
- Married or domestic partnership
- Widowed
- Divorced
- Separated

Household income

- \$20,000 or less
- \$20,000 - \$30,000
- \$30,000 - \$50,000
- \$50,000 - \$70,000
- \$70,000 - \$100,000
- \$100,000 or more
- Not stated

Last Purchase

- 0-3 months
- 3-6 months
- 6-9 months
- 9-12 months
- 12+ months
- Never

Industry of employment

- Marketing/advertising/media/arts
- Tech related industries
- Hospitality/food
- Teaching/education
- Military
- Industrial/manufacturing/construction
- Healthcare
- Retail
- Finance
- Agriculture
- Business services

Decision authority (B2B or B2C)

- Initiators: Make requests for purchase
- Influencers: Those who influence the buying process (might have technical knowledge about the product)
- Deciders: Decide the product/service requirements
- Approvers: Authorize the actions of the deciders
- Buyers: Have formal authority to buy
- Gatekeepers: Those who can rule out sellers or products

Questions for all interviews

Demographics

- Describe your age, gender, marital status, whether you have kids, etc.

- Describe your educational background. What level of education did you complete, which schools did you attend, and what did you study?

- Describe your career path. How did you end up where you are today?

Challenges

- What are your biggest challenges concerning X?

- Can you tell me about the last time you experienced those challenges?

- Why was that hard?

- What, if anything, have you done to solve that problem?

- What don't you like about the solutions you've tried?

Influencers

- How do you find new information?

- Who do you typically talk to about decisions concerning X? (Could either be job or personal life, depending on your business)

- What publications or blogs do you read? What associations and social networks do you belong to?

- Who are the people you most respect and why?

Shopping Preferences

- How do you prefer to interact with vendors (email, phone, in person)?

- What types of information do you look at before making a purchase?

- Describe a recent purchase. Why did you consider a purchase, and how did you decide to purchase that product or service?

For B2B interviews

Job information

- What is your job role? Your title?

- Who is your direct supervisor? Do you supervise anyone?

- What does a typical day look like?

- What skills are required to do your job?

- What are the goals of your role?

Company

- What industry does your company work in?

- What's the size of your company (revenue, employees)?

For B2C interviews

Interests

- How do you spend your free time?

- What activities do you consider an indulgence or treat?

- What activities do you consider routine or mundane?

- What types of topics do you generally read about?