

# Dragon Innovation Interview Outline

## Introduction - 0 min mark

- *Ensure audio / video is working on both ends*
- *Introduce ourselves*
  - Names & roles at thoughtbot.
- *Thank you for meeting with us*
  - Going to be an informal interview and user testing.
  - Have you ever done user testing before?
    - Don't worry, we'll explain the whole process.
- *Why we're here*
  - "We've been working with Dragon Innovation, exploring whether there's a software solution to help Product Owners through the New Product Introduction (NPI) process."
  - We at the the very early stage of ideation, and wanted to get some early feedback on the general concept before moving forward.
- *Outline the process*
  - Will take anywhere between 30-45 minutes, is this okay?
  - Will start with a series of questions about your background and pain points.
  - Next, you'll be walking through our prototype, we'll explain that later.
  - Finally, we'll ask you some additional questions about how you rate the tool.
- *Set expectations*
  - We are testing ourselves, not you.
    - There are no wrong answers.
    - Feel free to be as honest and open as you can, we have thick skins.
    - Do not feel rushed as you explore the prototype, we understand it can be confusing.
    - We are designers, not engineers, so please explain things like you would to a five year old :)
- *Can we record the conversation?*

- Asking to record audio so we can focus less on taking notes and more on the conversation.'
- *Any questions before we begin?*

### **Q&A (5 minute mark)**

- *Interviewee Background (5 minute mark)*
  - What is your role in the organization?
  - Any previous roles related to manufacturing that differ from your current role?
  - What does your typical day look like? (Keep brief)
  - Are you a current customer of Dragon Consulting?
    - If yes:
      - How long have you worked with them?
      - What have you gotten the most value from working with them?
      - What could they improve upon to provide you more value?
- *NPI Pain Points (10 minute mark)*
  - What do you consider to be the top three pain points for your organization during the NPI process?
  - From most to least, how would you rank the following in how they impact the NPI process for your organization? (Cost, Quality, Schedule)
  - From most to least, how would you rank the following elements in how they provide risk to a successful NPI launch?
    - (Communication, Keeping data in sync, Supply chain issues)

### **Prototype (20 minute mark)**

- *Send them the link in the chat*
- *Ensure screen share is working*
- *Introduction*
  - We're now going to walk through a medium fidelity prototype
    - Group of clickable pictures, not a working software
    - You will find gaps and missing functionality - just move past them
  - Please be as vocal as possible

- Describe anything you're thinking as you go through the prototype
  - First impressions
  - What you like / don't like
  - What is clear / doesn't make sense
  - Questions before you begin?
- *Screen 1 (Onboarding)*
  - Please describe the screen that you are on.
  - Click "Submit" to continue
- *Screen 2 (Dashboard - first template)*
  - Please describe the screen that you are on.
  - What problem do you think this tool is solving?
  - What are your first impressions of the application?
  - Is this familiar to any tools that you currently work with?
  - INTERVIEWER DESCRIBE SCREEN - "What you're looking at is a NPI schedule creation and management tool. The main content area to the left contains a visualization of the critical path of your project. The right sidebar shows the expected outcomes and risks associated with your current schedule."
  - "National Day" is going to interfere with your schedule, how would you go about seeing it's affects?
- *Screen 3 (Dashboard - accepted holiday)*
  - What effects did "National Day" have on your schedule?
  - How would you go about updating your schedule to reduce the 1 week deficit?
- *Screen 4 (Modal - resolve tradeoff)*
  - Please describe the screen that you are on.
  - Do you feel the screen provide enough value to make a decision on how to update your schedule?
  - Select "confirm" to continue.
- *Screen 5 (Dashboard - clean)*
  - What were the effects of your changes?
  - Now that you have a clean schedule, try to figure out how you would upload your BOM to help finalize your schedule.
- *Screen 6 (BOM)*
  - Any additional features you'd expect to see in "To Do"?

- At what point in the NPI process do feel you have a “complete” BOM?
- Do you have a central source of truth for your BOM data?
  - If yes:
    - What is it?
  - If no:
    - How do you manage updates to your BOM data?
    - What works well with your current BOM management process?
    - What doesn't?
- *Screen 7 (Finalize Schedule)*
  - Please confirm and finalize your schedule.
- *Screen 8 (External change)*
  - We have an issue. You just found out that tooling has been pushed back 2 weeks
    - How would you expect to receive that information?
  - What are some other common external changes you experience that push back your scheduling?
  - Click anywhere to move on.
- *Screen 9 (Dashboard - clean schedule)*
  - Update tooling to account for the 2 week delay.
- *Screen 10 (Dashboard - tooling preview)*
  - What effect will updating tooling have on your schedule?
  - Once again, how would you resolve the issue of the 2 week deficit?
- *Screen 11 (Confirm changes)*
  - Confirm your changes
- *Screen 12 (Dashboard - tradeoffs)*
  - Once again, how would update your schedule to put it back on track?
- *Screen 13 (Tradeoffs)*
  - Please confirm
- *Screen 14 (Final Screen)*
  - Awesome, we're all set with the prototype.

### **Recap (40 minute mark)**

- We're going to end things with a final round of questions, then we'll let you go on with your day - thanks for your help so far.

- Please respond to the following questions with a rating on a scale of 1-5 (1 = least likely, 5 = most likely).
  - This tool would add value to my organization.
  - Using this tool would be an improvement on my current scheduling methods.
  - I would use this tool as part of my daily workflow.
  - I would pay monthly for this tool.
- Revisiting the question, what do you consider to be the top three pain points for your organization during the NPI process? Has anything changed?
- Any final thoughts, feelings, or feedback for us?
- Would you be interested in us reaching out to you again for future iterations?
- Thank you for participating, we and Dragon Innovation greatly appreciate it!