

1-on-1 Interview for Manufacturers at Atlica:

Introduction:

Hello! My name is Jeffrey, and I am conducting research on the product development process, particularly focusing on the experiences of manufacturers like yourself. The purpose of this interview is to gain insights into your role, preferences, challenges, and experiences in collaborating with designers and entrepreneurs during the product development journey. The interview should take approximately 10 minutes, and with your permission, I would like to record our conversation for accurate note-taking.

Do I have your consent to proceed with the interview? (Expecting Yes)

Would you also grant me permission to record this conversation? (Expecting Yes)

Thank you! Please let me know if you have any questions or if anything is unclear throughout the interview.

Questions:

1. Can you please provide a brief introduction about yourself, your manufacturing background, and your experience in collaborating with designers and entrepreneurs?
2. What are the typical steps you follow when working with designers to bring a product from concept to production?
3. What are the main challenges you encounter during the product development process, particularly in collaboration with designers and entrepreneurs?
4. How do you currently find and select designers or entrepreneurs to collaborate with on product development projects?
5. What criteria do you consider when deciding to work on a specific product or design project?
6. Could you share any positive experiences you've had when collaborating with designers or entrepreneurs on previous projects?

7. Have you faced any frustrating or negative experiences during collaborations? If so, could you provide some details and how you handled those situations?

8. What tools or platforms do you currently use for project management and collaboration with designers and entrepreneurs?

9. What features or functionalities do you think are essential in a platform like Atlica to support manufacturers in the product development process?

10. In your ideal scenario, how would a platform like Atlica facilitate the collaboration between manufacturers and designers/entrepreneurs?

11. Are there any specific pain points or unmet needs you have encountered in your current collaborations that you believe a platform like Atlica could address?