

Subwire Stakeholder Interview Guide

Introduction

Hi everyone! Thank you for taking time out of your day to talk to us about your vision and aspirations for Subwire. We have a few questions to ask, but most importantly, this meeting is really about you and your thoughts on Subwire. There are no right or wrong answers, so feel free to share openly. Before we start, would it be okay if we record this session? Everything you share will be kept confidential—it just allows us to go back and catch any insights we might miss during the call.

Background & History

1. Can you tell us a little about yourself—what you do, your hobbies, etc.?
2. What inspired you to create Subwire?
3. Could you share some key milestones or turning points in Subwire's development that have shaped its current trajectory?

Mission & Values

1. What are Subwire's business goals?
2. What would you say is your top priority as an organization right now?
 - What other priorities are you focused on as a company?
3. How do you think Subwire provides value to its users?

Market Positioning & Target Users

1. What does the current state of the streaming service industry look like from your perspective?
2. How does Subwire currently operate and serve its customers?
3. What do other companies in the industry do that stands out to you?
4. Who do you see as your main competitors?
5. What companies or brands inspire you?
6. Who is Subwire's primary target audience, and why?

Research Expectations

1. What do you, as Subwire, hope to achieve by working with us?
2. What are the key success metrics we should aim for?
 - How will we know if the project is hitting the mark?
3. When we wrap up and deliver all project materials, how would you define success?
4. What do you think the biggest challenges to achieving success are?