

User Interview Questions

Your Role and Everyday Work

What's your **role**? Who occupied this role before you?

Where does it fit in the organizational **structure**?

Who do you report to?

Who reports to you?

What do they do?

What do you do **everyday**? What is the mix of **project** work versus **routine** work?

What's the most **challenging** part of your day?

Who do you **work with** most often?

How is **performance** measured in your role? What does success look like?

What was the **most challenging** part of your work in the last year?

What mix of skills, experiences is missing on your team or in the organization more - generally?

Problem Discovery - What do they want to do & what is their goal?

What do you think is the **value** of a membership program?

What comes to mind when you hear the word "**membership**"? What does it mean to you?

Tell me about your **current membership efforts**, if any.

What do **you** find in your work to be **most challenging** about [managing/designing/implementing] membership? What do you think **your organization** finds to be the **most challenging** about [managing/designing/implementing] membership?

How **motivated** are you to implement/improve your membership program?

What kinds of **support or resources** would be most helpful to you in managing/designing/implementing a membership program?

What kinds of **information or insights** about managing/designing/implementing a membership program would be actionable for you?

If you had a **solution** to this problem, what would it mean to you/how would it affect you?

What **other organizations** do you look to for a model or inspiration on membership?

How has your thinking about membership and your work on it changed because of **COVID-19**?

What features of your community or context make managing/designing/implementing a membership program more difficult or unique?

Insights	Key Membership Problems	What They Need to Know	Why They Need to Know It	User story