

AdStudio User Interview Script

Designer Questions

1. Tell me about your experience with AdStudio?
2. Have you used other programs like this in the past?
 - a. If so, which ones?
 - b. How did the experience compare to AdStudio?
3. What are some instances when you had a difficult time performing a task in AdStudio?
 - a. Could you elaborate?
4. What do you find yourself spending the most time doing inside AdStudio?
5. Is there any part of AdStudio that you would like to stay the same?
 - a. Could you elaborate?
6. What features would you like to see added to AdStudio?

Stakeholder Questions

1. Do you use AdStudio?
 - a. What for? Could you elaborate?
2. How would you personally define a successful redesign of AdStudio?
3. Who are the some of Advanse's biggest competitors?
 - a. What capabilities do they have that Advanse lacks?
4. What would make AdStudio more enticing to potential clients?
5. Is there any part of AdStudio that you would like to stay the same?
 - a. Could you elaborate?
6. In the future, who do you see using the AdStudio?
7. Where do you see Advanse in 5 years?

Direct Manager Questions

1. Tell me about your experience with AdStudio?
2. What are some instances when you had a difficult time performing a task in AdStudio?
 - a. Could you elaborate?
3. What do you find yourself spending the most time doing inside AdStudio?
4. Is there any part of AdStudio that you would like to stay the same?
 - a. Could you elaborate?
5. How does AdStudio compare to the design platforms used in Spongecell and Flash Talking?
6. What features does spongecell have that advance does not have? Would you like to see these features added to AdStudio?
7. What capabilities do you feel AdStudio needs to continue competing on this industry?
8. In what direction do you see the industry heading towards?