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 advanse 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?