TAG Software

Focus: Freelance Designer Challenges

Interview Guide

Introduction

"Hi [   ], I'm Alexa, a design researcher, and I would love 30-45 minutes of your time to ask you a few questions.

We're conducting research to discover how people experience _____.

I ask that you be as honest with your responses,

and please feel free to ask for clarification.

There are no right or wrong answers."

Background Questions

1. What is your age?
2. What is your gender?
3. How long have you been freelancing?
4. How many clients have you worked with?
5. Do you have any experience with feedback software?
6. What is the highest level of education you have achieved?
7. What type of services do you offer as a freelancer?
8. Have you ever had any financial difficulties while freelancing?
9. How familiar are you with contracts and other legal documents?

10. Do you have any experience with financial planning or budgeting?

General Identity Questions

1. Have you ever used any feedback software before?
2. What features do you look for when using feedback software?
3. What type of user interface do you prefer when using feedback software?
4. How do you manage feedback from clients?
5. What do you find challenging about managing feedback from clients?
6. What type of notifications would you like to receive while using the software?
7. How often would you like to receive notifications?
8. What type of resources do you use to help you manage your freelance business?
9. Are there any features you would want to see in the software that would make it easier for you to manage your freelance business?
10. What do you think the biggest benefit of using a feedback software would be?

Specific Experience Questions

1. What challenges have you faced as a freelancer in terms of time management?
2. How do you manage financial hiccups when working as a freelancer?
3. How do you approach contracts, payments and other legal aspects when negotiating with a client?
4. What have been your experiences with clients providing unclear feedback such as "I don't like it, but I don't know why"?
5. How have you prepared for projects where the content is not yet finished?
6. What integrations do you use as a freelancer?
7. How do you stay up to date with pricing policies of your market and competitors?
8. What resources do you use to audit and check your designs?

9. How have you created an intuitive experience when receiving feedback from clients and your team?

10. What design principles do you use to ensure clear and outlined feedback?

11. What challenges have you faced in balancing client requests and user experience?

12. How have you stayed organized when managing multiple client projects?

13. How have you negotiated contracts with clients to ensure you are fairly compensated for your work?

14. What has been your experience in managing client expectations when working as a freelancer?

15. How do you use feedback to inform your design decisions?

16. How do you maintain consistent communication with clients throughout the project?

17. How do you ensure you are up to date on the legal aspects of working as a freelancer?

18. How do you use resources to stay informed on design trends and principles?

19. How have you successfully managed multiple deadlines when working as a freelancer?

20. What strategies have you used to ensure clients are satisfied with your work?

21. What features would you expect to see in a software that helps you manage your freelance business?

22. What features would you like to see in a software that helps you organize your work and manage client requests?

23. What features would you find useful in a software that helps you manage contracts and payments?

24. What features would you expect to see in a software that helps you manage financial hiccups?

25. What features would you like to have in a software that helps you track project progress and timeline?

26. What features would you like to have in a software that provides resources and guidance on design checks and audits?
27. What features would you like to have in a software that provides clear and intuitive feedback from clients and team members?
28. What features would you like to see in a software that helps you stay up to date on pricing policies and competitors?
29. What features would you like to have in a software that helps you manage multiple projects and deadlines?
30. What features would you like to have in a software that helps you stay organized and manage client expectations?

Closing/Debrief

Thank you for taking the time to talk with me!

If you have any further thoughts about your experiences,

please feel free to email me @.