

# TAG Software

Focus: Client & Designer Communication Feedback

## Interview Guide

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### 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. What is your ethnicity?
4. What is your professional background?
5. What type of business do you work for (if applicable)?
6. What industry do you work in?
7. What is your job role (if applicable)?
8. Are you a designer or a client?
9. How often do you use feedback platforms?

10. How familiar are you with feedback platforms?

## **General Identity Questions**

1. How long have you been using feedback platforms for design projects?
2. What type of feedback platforms do you currently use?
3. What challenges have you faced when using feedback platforms?
4. What features do you think are necessary for an effective feedback platform?
5. What tools and resources would you like to see available on a feedback platform?
6. How do you think TAG Software can differentiate itself from existing competitors?
7. What do you consider when deciding which feedback platform to use?
8. How do you think TAG Software can make the feedback process more efficient?
9. What do you think are the biggest challenges designers and clients face when using feedback platforms?
10. What type of design projects do you typically work on?
11. How long have you been a designer/client?
12. What challenges have you faced when working with designers/clients?
13. What are your expectations when working with designers/clients?
14. How do you typically find designers/clients?
15. What type of feedback do you usually provide for design projects?
16. How important is communication when working with designers/clients?
17. How do you typically provide feedback to designers/clients?
18. How do you decide how much to pay for design projects?
19. What type of resources do you usually use to evaluate design projects?

## **Specific Experience Questions**

1. How satisfied are you with the feedback platforms you have used in the past?

2. What features would you like to see in a feedback platform?
3. How would you rate the ease of use of existing feedback platforms?
4. What features do you think would help to improve the feedback process?
5. How do you think TAG Software can make the feedback process more efficient?
6. How do you think TAG Software can differentiate itself from existing competitors?
7. What resources do you think would be useful for designers/clients when using a feedback platform?
8. How do you think TAG Software can make the pricing structure more attractive to all types of customers?
9. How do you think TAG Software can ensure customer satisfaction?
10. How do you think TAG Software can ensure that feedback is provided in a timely manner?
11. How have you found the process of managing feedback from clients?
12. What type of features have you found to be the most helpful within feedback software?
13. Are there any features you think are missing from existing feedback software?
14. How do you organize your work and ensure you hit deadlines?
15. Are you familiar with any existing feedback software, and if so, how does it compare to your ideal solution?
16. What do you think would make it easier for you to manage the feedback you receive from clients?
17. Are there any features you would like to see in the software that would help you manage your clients and their feedback?
18. Are there any features you would like to see in the software that would help you stay organized?
19. How do you organize your work and ensure you hit deadlines?
20. Are you familiar with any existing feedback software, and if so, how does it compare to your ideal solution?
21. What type of user interface would you prefer when using a feedback software?

22. How important is it for the software to have a clean and intuitive user interface?
23. Are there any specific features or tools you need in order to make the feedback process easier?
24. How would you rate your current experience with feedback software?
25. What do you think could be improved in existing feedback software?
26. Do you think it would be helpful to have a system that provides feedback on the design process?
27. What type of notifications would you like to receive while using the software?
28. How often would you like to receive notifications?

## **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 @.