

Eveliina Lindgren, Jürgen Münch

Department of Computer Science, University of Helsinki  
P.O. Box 68, FI-00014 University of Helsinki, Finland

{eveliina.lindgren, juergen.muench}@cs.helsinki.fi

## **Interview guide for the paper: “Software Development as an Experiment System: A Qualitative Survey on the State of the Practice”**

### **Background of interviewee:**

1. What is your current position in the company?
2. How many years have you worked in the company?

### **Company information:**

3. Can you briefly describe the industry sector your company operates in and the type of software you develop?

### **Theme 1. Current software development practices.**

4. What kind of a software development process do you use?
5. Do you use continuous integration?
6. How often do you deploy new versions to production?

### **Theme 2. Current practices of customer feedback elicitation and use.**

7. How do you make sure that you are building the right product?
8. How do you collect customer feedback?
  - a. Before development
  - b. During development
  - c. After deployment(Possible prompts: informal channels, interviews, surveys, support systems, prototyping, development demos, usability tests, alpha/beta tests, A/B tests etc.)
9. How often are the aforementioned customer feedback collection methods used?
10. Do you collect data about customer behaviour, for example in the form of product usage data?

11. How do you use the collected customer feedback and other data?

Is there a link to:

- a. Product development
- b. Further innovation
- c. Business goals and strategy

12. Who is involved in reviewing the collected customer feedback and other data?

(Possible prompts: managers, development personnel etc.)

13. How do you prioritize new feature requirements?

14. How do you prioritize implementation options?

15. Do you evaluate whether a newly implemented feature delivered customer value?

16. Who is responsible for customer insight management in your company?

17. How do you see your customer involvement practices in relation to those of other companies in your industry sector?

### **Theme 3. Future practices of customer feedback elicitation and use.**

18. Do you think your current practices of customer feedback collection and customer involvement are adequate?

- a. If not already ideal: How should they ideally be performed in the future?

19. Are there any obstacles to obtaining deeper customer insights?

(Possible prompts: technical issues, lack of resources, personnel skills, company culture etc.)

20. What are your company's strengths with respect to generating customer insights?

(Possible prompts: technical know-how, ample resources, personnel skills, company culture etc.)

### **Final questions.**

21. Do you have any further comments on customer value -related issues in the context of your company?

22. Do you have any comments or questions related to this interview or the study in general?

**Thank you for your time and contribution to the study!**