

DISCUSSION GUIDE - EXPERT INTERVIEW

Use this template to plan a discussion guide for expert interviews. This is indicative of the sort of areas you might explore - each guide should be tailored for the specific interview and project.

	What do we want to find out	What will we ask	Response capture
Background	E.g. • Prior experience • Area of specialism	E.g. • what's your current role? • What previous experience do you have?	
Insights	E.g. • Changes in customer behaviour • Emerging trends in the category • Untapped opportunities • Income and impact benchmarks • Case studies to learn from (both successes and failures)	E.g. • How has the category changed in the last 5 years? • How will it look in 5 years time? • What is driving this change? • Who have been the winners?	
Hunches	E.g. • Ideas we haven't thought of • Whether we are on the right track • What might go wrong	E.g. • How do you think we should answer this brief? • What excites you about it? • What would concern you? • What will be the key to success?	