## Sample Interview Questions for Key Stakeholders

### Tell us more about yourself

### What is your position and what are your responsibilities?

### What is your relationship with [X]?

### Your goals for the [X] website

### What impact does the site currently have on your work?

### In a few words, how would you describe the site?

### In your view, what would make a redesign of the site successful? What are your goals?

### How does this project tie into EERE’s overall e-government strategy and initiatives?

### What aspects of the site do you feel need improvement?

### People important to our success – and how we can serve them

### Which customers does EERE communicate with most?

### Who are the (intended) users of site?

### How diverse are these users’ needs?

### Looking at all the users of the site, which ones are most critical?

### Type of interactions you want customers to have

### What kind of information or activities do you want to support on this site?

### Which messages and DOE / EERE values should rise to the surface?

### What kind of relationship or experiences do you want to create?

### What next steps do you want site users to take?

### What emotions, if any, do you want the site to evoke?

### What other of your projects may be related to the site?

### Other initiatives or projects that could impact this work

### What other related efforts could impact the redesign (at EERE or DOE corporate)?

### What other websites do you think do an excellent job of educating consumers in renewable energy and energy efficiency?

### Standards we should adhere to

### What design, branding and communication standards impact the design of the site?

### Advice for us

### Who do you see as the key partners and decision makers in the redesign process?

### Can you provide any words of advice?

### Are there blockers to success that we should look out for?

### What are your bottom line “must-haves”?

### Additional information

### Is there anything else you’d like to share with us today?