



INTERVIEW QUESTIONS

Date:

Interviewee:

Interviewer:

Who will be using dashboard?

How should dashboard help you?

User personality type (your observation)

What are your KPIs?

How often do you use dashboard?

What affects your performance?

How far back do you look in data? (day, week, month)

What level of detail do you need? (store, category)

What are your pains?

Give me some decision examples?

