Interview Guide v1.3

Interviewee: _____

Company: _____

Website: _____

Job Title: _____

Date: _____

Location: _____

Section 1. *Company Background*

Question	Comments and Observations
Preliminary: Ensure You have basic demographic (name, location, year established etc.)	
Tell me a little about the company, when it started, when you joined it, etc.	
Please tell me about your company's product history (no. of products, release dates, upgrades etc.)	
How many are employed in total / In software development?	
Who founded the organisation / what is their background?	
Are all founders still with company?	
What expertise did the founders bring from their previous employment (technical, managerial, general confidence etc.)?	
How has the company developed since its foundation?	
What were the high points / low points in that development?	

Section 2. *Software Development Strategy*

Question	Comments and Observations
What do you understand by the term 'Software process'? (*look methodology Vs process*)	
Please outline your software development process.	
Is this process defined and documented?	
When and how was this process introduced?	
Why did you introduce process at that time? What drove the development/creation of formal process?	
What did it cost to introduce process? In financial/effort terms?	
What has the payback been? How long did it take to recover investment?	
How did things work before the process was Introduced?	
How did you get employee buy-in for process establishment?	
How does process impact on software development (*All stages from bid to delivery – check in particular the testing phases*)?	
How has the process developed over time?	
Is the same process used for all projects or does it vary from project to project? ("*Official Vs Actual*")	
Do new employees get formal training in the company software process?	
What is the process for managing software projects and how has this evolved since the company started?	
What is the process for managing software quality and how has this evolved since the company started?	

What is the process for managing risk and how has this evolved since the company started?	
What is the process for developing and maintaining software documents and how has this evolved since the company started?	
Have you introduced any software development initiatives over the years (e.g. quality, configuration mgt)?	
Please tell me about typical software developers communication and interaction with each other.	*(Included from Section 2. People Issues in previous version of Interview guide.* **Assumption:** *Communication & interaction habits can be an indicator of a work process)*

Section 3. *Icelandic specific issue*

Question	Comments and Observations
Do you think the internal Icelandic software market is different to mainland Europe / rest of the word? Is so how?	
Are there issues of product localisation? *(Eg. kennitala, etc.)*	
Are there any language difficulties when communicating with [foreign] customers?	
What nationalities are your staff?	
What countries have they trained in? *(Both previous employment and formal education / training)*	
Related questions:	
The Icelandic software business appears to be a small community. Is it?	
Do you have good knowledge of competitors activities?	
Are there any issues with recruiting software staff in general? What about specialised talent [from abroad]?	

Does the 'smallness' of the Iceland software business assist in finding [specialist technical] assistance?	

Section 4. *New questions (Added by Elvar)*	
Question	**Comments and Observations**
What is your employment history? Be as specific as you feel comfortable with.	*We assume the interviewee is a relevant data point. Asking for his personal history forst segues better into asking him/her to recall&share information on others, I think. (Would this kind of question fit in Section 1. Company background?)*
What were the founders employment histories, as far as you can recall?	*(Would this kind of question fit in Section 1. Company background?)*
Have you, or any of the founders taken part in or assisted with other potential startup projects? If so, which projects and in which way?	*I assume that the interviewee may not consider these activities relevant answers to the prior questions, although their (maybe in their own opinion) small assistance can have been crucial for the startup project. Therefore I would want to have the option of counting their impact on the startup.*