

Preparation Worksheet: Research interviews with market players

Name of Interviewee	DATE
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The Aims of the Meeting/Interview	
<p>Main Aims</p> <ul style="list-style-type: none"> ● What questions do we need answered? ● Is there any background/demographic evidence we need? 	<p>Bonus Aims</p> <ul style="list-style-type: none"> ● Are there any other evidence gaps this player could help us fill?

Background Notes on the Interviewee	
<ul style="list-style-type: none"> ● Their position in the market/value chain/company, or their expertise/specialisms, or their background ● How they work and current news ● What we know about their incentives and capacities ● Current status, recent news 	<p>History of Previous Meetings</p>

Background Notes on the Interview Topic	
<ul style="list-style-type: none"> ● Any background knowledge we need to know/remember about the topic 	<p>Business model info Calculations/Costs vs. Benefits</p>

Logistics Plan for Interview	
Who will lead the interview?	
Who will take notes/record?	
How long will interview be?	
When and where will you meet?	
Interview Guide What topics will you cover, in what order? What questions will you ask?	
Introductions and ethics	
Main questions	
Wrap up	

Notes and Workings