**Typical questions during a case study interview**

For Sponsor:

* Target Audience – who is case study intended for?
* What is their situation/pain point?
* What is key message you want to convey?

For individual being interviewed:

* Company, Title/role – how long in role
* Mindset, situation, challenges, problems, needs?
* What was situation/needs that led to look for a solution? (how does the story begin?)
* What problem trying to solve? What looking for? What were criteria?
* What were the options/possibilities?
* How gather information?
* How decide on specific solution?
* What were the key features, benefits, reasons for picking specific solution? What was the most important reason? What was unique/differentiating about solution selected?
* Describe experience implementing?
* How is your organization using the solution?
* How is it performing?
* What are the benefits? (most important benefit)
* Lessons learned through this experience? Most important lesson/observation?
* Advice to others in similar situations?
* What do you know now that you wish you knew earlier in process?