

Intranet Persona Questions

Interview Preamble

State purpose of interview.

Express that views and opinions will not be tied to individual in any reporting.

Honesty is very important.

Questions

Demographic / Personal

- Job Title?
- Business Group?
- Team?
- Age group?
 - 16-24
 - 25-34
 - 35-44
 - 45-54
 - 55-64
 - 65+
- Length of tenure at organisation?
- Length of time in current role?

Work and technology

- Field based, office based or combination?
- Do you ever work from home or remotely?
- Do you travel a lot for work?
- Comfortable using technology and computers? (Rating scale) 1-7

Job role / function

Understand the job role and key responsibilities

1. Ask them to describe their typical day

Frequent tasks

Get examples of their most regular work tasks (large and small):

2. What information, knowledge or documents that are often requested of you?
3. What reference documents do you keep on hand to help with your job (on wall, on desk, in top drawer, in computer)?
4. What are the top 3 things you use the intranet for?
5. What are the top 3 things you would use search for, if it was good?

Frustrations

6. Thinking of your frequent tasks, which ones would you say are the most difficult, time consuming and/or the most frustrating?
7. What do you find most useful on the intranet?
8. What do you find least useful on the intranet?