

Stakeholder Interview Questions

Your goal: Gain an understanding of stakeholder business objectives and how mobile can help achieve them.

1. Understand their context.

- Tell us about your position within this organization. What does your job entail?
- What are your individual and group business goals?
- Tell us about any mobile initiatives your team is working on now or has worked on in the past. Were they successful? What did you think about the results?

2. Drill down into specifics.

- Tell us any thoughts you have about how mobile can help your team or department achieve its goals.
- Tell us what you know about your competitors' mobile efforts and what you think about them.
- Tell us about any brands outside your competitive set or vertical that have done mobile work that you admire.
- Tell us what you know about your customers and their mobile behavior.
- Have you already established specific mobile tactics (e.g., a mobile site, app, or campaign) that you would like to execute? Tell us more about this tactic and your specific goals for it.

Technical Audit Questions

Your goal: Determine how much of your current digital content you can leverage on mobile and how.

- What type of content management system (CMS), if any, do you have in place, and can it support integration and distribution of mobile content?
- What options for device detection and redirection can be best supported if need be?
- How is the front-end site code constructed, and how can it best be extended to various mobile devices?
- How accessible are essential web services and content?