RESEARCH QUESTIONS FOR USERS (PROPOSERS)

Our ultimate goal in this round of interviews is to discover our potential users' **goals and needs in regards to the proposal**.

1. Introduction (5 min max)
General: organization background, interviewer's background, fundraising info
- What kind of organization are you involved in? What's your role?
- What's the size of your organization?
- How experienced are you with fund-raising campaigns either for organizations or for personal projects?
- What would you say are the organization's most pressing needs?
- In your team, who is in charge of the fund raising?

2. Experience with crowdfunding-fundraising
Experienced: stories, what platform, why to use, how long, why good/ bad
- Have you ever done any crowdfunding or fundraising? Have you ever been funded? Can you describe one of your most successful fundraising experience? (platform, how platform discovered, how long campaign took)
- Which platform did you use? Why did you choose them? (CF experience)
- What are some barriers preventing you from getting funded?

Inexperienced: how to get fund, why failed, assumption)
- How did you raise funds without a crowdfunding platform? (no CF experience)
- What would you like to know if you are interested in crowdfunding?
- Why do you think this is important for you ?

3. Proposal (i.e. Campaign in user's language)
Process: challenge, time, content, guidance, preparation, expectation
- What did you find to be the hardest part of a fundraising campaign? Why? What were the barriers to post a proposal? How did you deal with them?
- What do you think are the important elements in a proposal? How would you know if the proposal matched the reviewers criteria?
- What do you think makes your organization special/unique?
- How much research / preparation do you think you would have to do to set up a fundraising campaign? How long does the campaign building process take?
- What do you want to see in a crowdfunding platform, ie. what features?
- What are the ways you'd like to communicate and interact with donors?