

Stakeholder Listening Tour

Questions to ask internal team members to prepare
for strategic planning and product visioning workshops

General Questions - All Stakeholders

- What is your role?
- Who are the primary users of the product?
- Are there any concerns you have about the current experience for users and customers?
- If you were to describe the ideal long-term experience for users and customers, what are the top three things you would like the product to accomplish for them?
- What is the ONE biggest change to the product that would make users' and customers' lives easier?
- What should the long-term product vision achieve for the business?
- What is your success criteria for the project? For the visioning workshop?
- How would you like to be involved going forward?
- Who else on your team should we talk to?

Executive Team

- How do you see our product offerings contributing to the company's overall mission in the next 3-5 years?
- What industry shifts keep you up at night?
- How do you want us to be perceived differently from competitors in 2-3 years?
- Which companies outside of our industry should we learn from?

Product Management / UX

- What product and design opportunities are the biggest priorities for you this quarter? This year?
- What behavioral metrics and usage metrics are you currently tracking?
- What UX and product outcomes is your team responsible for? How are you measuring progress?
- What usage behavior patterns have surprised you the most? Why?
- Which workflows cause the most user friction?

Marketing

- What is our product's main differentiators in the market today? What do you think they should be 3 years from now?
- What market trends should our product be addressing?
- Which competitors concern you the most? For what reasons?
- What markets could we potentially expand into?

Engineering

- Can you walk me through the systems diagram and explain to me how the system works?
- What are our biggest performance bottlenecks?
- What metrics should we be tracking that we currently aren't?

Sales

- Who are the primary buyers of the product?
- What are the top 3 - 5 reasons customers buy the product?
- What are the top 3 - 5 reasons you lose sales?
- Who are the biggest competitors during the sales cycle?

Account Management

- What are the biggest challenges you're hearing from customers?
- What aspects of the product do customers get the most value? Least value?
- What are the early warning signs that we may lose a customer?
- Which competing products do customers mention? Why?