Questions Interview End-Users

1. Understanding The Current Process:

   - Can you describe the current process of creating temporary theme/promotional pages for your digital platforms?

   - How often do you need to create these temporary pages?

   - What challenges do you typically face during the manual creation of these pages?

   - How much time and effort does it take to develop these pages manually?

   - Can you walk us through the steps involved in creating and deploying these pages?

2. Pain Points and Opportunities:

   - What are the main pain points you encounter when creating temporary theme/promotional pages?

   - How do these pain points impact your workflow and productivity?

   - Are there any specific opportunities you see in improving this process?

3. Desired Features and Functionality:

   - Are there any specific design elements or customization options that are important to you?

   - Are there any integrations with existing platforms or tools that you would require?

4. User Experience and Usability:

   - What would make the solution easier for you and your team to adopt and use on a regular basis?

   - Are there any specific preferences or requirements regarding the user interface and workflow?

5. Testing and Feedback:

    - Would you be interested in participating in user testing sessions as we develop the solution?

    - What metrics or criteria would you use to evaluate the effectiveness of the solution once it's implemented?