Information Gathering, Modelling and Workflows

Questionnaires

- Suitable to collect information from a large number of stakeholders, possibly in different locations

- Often used to obtain preliminary insight for further research using other techniques

- Not suited to learn about processes, workflows, or techniques

- Open-ended questions may not be answered

RMO Questionnaire

This questionnaire is being sent to all telephone-order sales personnel. As you know, RMO is developing a new customer support system for order taking and customer service.

The purpose of this questionnaire is to obtain preliminary information to assist in defining the requirements for the new system. Follow-up discussions will be held to permit everybody to elaborate on the system requirements.

Part I. Answer these questions based on a typical four-hour shift.
1. How many phone calls do you receive?_____
2. How many phone calls are necessary to place an order for a product?_____
3. How many phone calls are for information about RMO products, that is, questions only?_____
4. Estimate how many times during a shift customers request items that are out of stock._____
5. Of those out-of-stock requests, what percentage of the time does the customer desire to put the item on back order?_____%
6. How many times does a customer try to order from an expired catalog?_____
7. How many times does a customer cancel an order in the middle of the conversation?_____
8. How many times does an order get denied due to bad credit?_____

Part II. Circle the appropriate number on the scale from 1 to 7 based on how strongly you agree or disagree with the statement.

Question	Strongly Agree						Strongly Disagree
It would help me do my job better to have longer descriptions of products available while talking to a customer.	1	2	3	4	5	6	7
It would help me do my job better if I had the past purchase history of the customer available.	1	2	3	4	5	6	7
I could provide better service to the customer if I had information about accessories that were appropriate for the items ordered.	1	2	3	4	5	6	7
The computer response time is slow and causes difficulties in responding to customer requests.	1	2	3	4	5	6	7

Part III. Please enter your opinions and comments.

Please briefly identify the problems with the current system that you would like to see resolved in a new system.
_____
_____
_____

Other Information-Gathering Techniques

- Review Inputs, Outputs, and Procedures
  - External sources: professional organizations, other companies, journals and magazines
  - Interval internal documents and procedures serves two purposes

- Observe and Document Business Processes
  - First-hand experience of business business by a quick walk-through
  - Understand the detailed work, but don't get locked into the current process

- Research Vendor Solutions
  - See what others have done for similar situations
  - Less risky and often less costly

- Collect User Comments and Suggestions
  - Feedback on models and tests
  - Users know it when the see it

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