Interview Questions for an Innovation

Questions about the innovation

1) When did you start doing [name the this innovation, for example] customer satisfaction surveys?

2) Ask about the innovation e.g. How often are the surveys done?

3) How is the data collected?

4) What rate of return and refusal do you get?

5) What are the advantages of doing this?

Process to implement the innovation

6) How did you introduce the idea?

7) Did anyone oppose the idea initially? Who? Why?

8) What changes were made as the project was implemented?

9) Were there any obstacles/hurdles in the project, and how did you overcome them?

10) How easy was it to try the process the first time?

11) Can you easily measure how well the technique works?

12) What would be the consequences if the process failed to work well?

Agency attitudes towards change

13) What is the attitude toward change/innovation here?

14) When you implement new programs, who are involved in the project?

   Other organizations?

   Private groups?

   Officials?
15) Who has the final authority of approving a new program?

16) Any dos and don’ts of implementing a program or advice to others thinking about doing the same thing?

Follow up and closure

17) OK to list contact information in report or webpage?

18) What other innovations have occurred here that would be interesting to other transit agencies?