**Business Challenges Questionnaire**

Use the following text as an introduction to the questionnaire: *“As part of an exploration of potential innovation projects focusing on your business area, we would like to start by understanding better what challenges you are facing. Therefore, we ask you to provide us with answers to the following questions. The answers will be used to prepare a follow-up session with you and your colleagues, in which we will discuss possible solutions to the mentioned challenges.”*

1. **What is your business area?**
2. **What are known concrete business challenges in your business area?**Think about what roles are affected by the challenge, the challenge and its impact on their work, and the reason for the challenge.Example: Technicians don't get immediate work orders

1. **What external risks can hinder you to reach your business goals now or in the future?**  
   Think about aspects like new regulations, market trends, competitors, etc.  
   Example: Cheap competitors from abroad

1. **Which internal barriers are hindering you to outperform your department business goals?**

Think about internal organization changes, shift of priorities withing the company, communication issues, corporate culture issues, etc**.**   
Example: No transparency of relevant KPIs

1. **What ideas do you have to solve the mentioned challenges?**Brainstorm concrete tangible solutions such as a new application, a specific change in a current process or approach. Try to avoid too general ideas such as “increase efficiency” or “improve quality”. Indicate rather how and with what means do you envision such result.   
   Example: Mobile app for field technicians to capture and review issues