

Economic Dimension

Forms:

To whom	Form	Description
Interviewer	Guiding question	Questions in plain language questions, with examples and with check boxes not to forget anything
Interviewer	Key points of interview	To help with notes taking and to guide final questions. Print from the PPT file in this folder.
Interviewee	Interview questions	To help to visualize and go back to previous points

Instructions:

1. Explain the purpose of the interview and ask the interviewee to sign then consent form
2. Hand out to the interviewee the “Interview questions” form
3. Ask questions in “Guiding questions” form
4. During the interview, make notes on “Key points of interview” form. Make sure it is readable, as interviewee will see it
5. Thank the interviewee and make yourself available to answer any further questions

Please print the forms for the respective dimension and take them with you to the interview. Print “KEY POINTS OF INTERVIEW” from the PPT file in this same folder.

ECONOMIC DIMENSION (Interviewer copy. Tick questions as you advance in the interview.)

Specific Questions	Remind participants to consider...
<p>VALUE</p> <p>[] How does the system creates or destroys monetary value?</p> <p>[] For whom?</p>	<p>[] the value generated (or destroyed) to the owner of the system, the users, or any other beneficiary (person or institution)¹ or affected.</p> <p>Say, for example: <i>you mentioned how the system enables its owner to make money. Could others also make or lose money because of the system?</i></p> <p>¹a beneficiary does not necessarily use the system, but may benefit from it. E.g. a baby for a monitoring device.</p>
<p>CUSTOMER RELATIONSHIP MANAGEMENT (CRM)</p> <p>[] Does the system affect the relationship between the business and its customers?</p> <p>[] Systems sometimes enables the co-creation or co-destruction of value² when the customer interacts with the business. For example, when customer misbehave, front-line employees experience mental stress; when a customer cannot self-serve as expected, her experience is affected; when a customer cannot turn information (resource) into knowledge (operational resource), she may feel she lost money (resource). Does the system enables this kind of co-creation or co-destruction of value?</p> <p>[] Do these changes in the relationship between the business and its customers impact the financial situation of the business and their partners?</p> <p>[] Can it also impact the financial situation of their customers and other people/institutions?</p>	<p>[] the relationship between other business and their customers. Say, for example: <i>you mentioned how the system improves the relationship of the business and their customer. Could it also affect the way customers relate to other businesses?</i></p> <p>[] If the interviewee gives a simple yes or no answer to any question ask "How?"</p> <p>² In the consumer market, co-creation emerges due to dialog, customer engagement, self-service, customer experience, problem-solving, co-designing and co-developing. Value co-destruction can happen when the customer misbehave, don't perform expected tasks, or when the two parties fail to integrate resources. More info here.</p>
<p>SUPPLY CHAIN</p> <p>[] Does the system alter the supply chain of the business who owns it?</p> <p>[] Systems sometimes enables the co-creation or co-destruction of value³ when partners interact with each other. For example, when a provider cannot meet unrealistic expectations, when the benefits are unbalanced in a collaboration. Does the system enables this kind of co-creation or co-destruction of value?</p> <p>[] How can these changes in supply chain impact the financial situation of the business and their partners?</p> <p>[] Can it also impact the financial situation of their customers and other people/institutions?</p>	<p>[] the effects on the supply chain between other business. Say, for example: <i>you mention how the system can change the supply chain of the business who owns it. Could it also change the supply chain of other businesses?</i></p> <p>[] If the interviewee gives a simple yes or no answer, ask "How?"</p> <p>³ In B2B relationships, co-creation happens due to the interaction between the business in the value chain. Co-destruction happens due to lack of trust, power imbalance, or inadequate communication/coordination/human capital. More info here.</p>
<p>GOVERNANCE AND PROCESS</p> <p>[] Business make decision on who are the legitimate stakeholders, what are the business goals, which should the be business processes.</p>	<p>[] the effects on the governance and process of other business.</p>

<p>Does the system affect how and by whom such decisions are made?</p> <p>[] Does the system affect the activities or the resources of the business?</p> <p>[] Does the system affect the kind of relationship between the business and people/institutions that may be affected by it?</p> <p>[] What about the means by which the relationships takes place (the channels)?</p> <p>[] How can these changes in governance and process impact the financial situation of the business and their partners?</p> <p>[] Can it also impact the financial situation of their customers and other people/institutions?</p>	<p>Say, for example: <i>you mentioned that the system changes the activities that are carried out by the business. Could it also change the activities of other businesses?</i></p> <p>[] If the interviewee gives a simple yes or no answer, ask “How?”</p>
<p>INNOVATION, RESEARCH & DEVELOPMENT (R&D)</p> <p>[] Does the system affect the investment on research & development?</p> <p>[] What about the areas of R&D?</p> <p>[] How can these changes in innovation and R&D impact the financial situation of the business and their partners?</p> <p>[] Can it also impact the financial situation of their customers and other people/institutions?</p>	<p>[] the effects on the R&D of other business</p> <p>Say, for example: <i>you mentioned how the system can affect the amount of R&D in the business who owns it. Could it also drive innovation in other businesses?</i></p> <p style="text-align: right;">Turn sheet</p>
<p>Finishing Questions</p>	
<p>[] During the interview, use template to take notes of TOPICS and KEY POINTS raised. <i>Sample key points. “VALUE: customers make money”, “CRM:improved relationship”, “SUPPLY CHAIN:evaluation of supplier”, “GOVERNANCE:facilitate decision making”, “R&D: new areas”</i></p> <p>[] Then say: <i>Let’s take this scenario to the extreme: imagine that many people worldwide are using this or similar system for many years or decades. Think about how one thing may lead to another. We call this a chain of effects. For example, if the system allows people allow people to be hired to perform small jobs, many people who are out of the official job market can start to make money and have buying power, which in turn can strengthen the local market.</i></p> <p>[] Show the list of key points captured, and ask: <i>Looking at these key points you mentioned during the interview. Can you think of chains of effects for some of these key points in the extreme scenario above?</i></p> <p>[] Encourage the interviewee to think about as many chains of effects as he or she can.</p>	
<p>Is there any other issue that is relevant to the economy that the system may affect?</p>	

Evaluation Questions:

- Background of the interviewee
 - a. Age
 - b. Gender
 - c. Profession
 - d. Expertise
- Were the questions easy to understand?
- Have the questions been useful for triggering **relevant** discussions on the possible effects of software system in the society / the individual / the environment / the economy / its own ability to endure ?
 - a. Why or why not?

e. Education

ECONOMIC DIMENSION (Interviewee copy)

Specific Questions	Final Questions
<p>VALUE</p> <p>[] How does the system creates or destroys monetary value?</p> <p>[] For whom?</p>	<p>[] Extreme scenario:</p> <ul style="list-style-type: none"> ● Imagine that many people worldwide are using this or similar system for many years or decades. ● Think about how one thing may lead to another. ● For example, if the system allows people allow people to be hired to perform small jobs, many people who are out of the official job market can start to make money and have buying power, which in turn can strengthen the local market. <p>[] Looking at this list of key points you mentioned during the interview, can you think of a chain of effects for some of these key points in the extreme scenario above?</p>
<p>CUSTOMER RELATIONSHIP MANAGEMENT (CRM)</p> <p>[] Does the system affect the relationship between the business and its customers?</p> <p>[] Systems sometimes enables the co-creation or co-destruction of value² when the customer interacts with the business. For example, when customer misbehave, front-line employees experience mental stress; when a customer cannot self-serve as expected, her experience is affected; when a customer cannot turn information (resource) into knowledge (operational resource), she may feel she lost money (resource). Does the system enables this kind of co-creation or co-destruction of value?</p> <p>[] Do these changes in the relationship between the business and its customers impact the financial situation of the business and their partners?</p> <p>[] Can it also impact the financial situation of their customers and other people/institutions?</p> <p><small>² In the consumer market, co-creation emerges due to dialog, customer engagement, self-service, customer experience, problem-solving, co-designing and co-developing. Value co-destruction can happen when the customer misbehave, don't perform expected tasks, or when the two parties fail to integrate resources. More info here.</small></p>	
<p>SUPPLY CHAIN</p> <p>SUPPLY CHAIN</p> <p>[] Does the system alter the supply chain of the business who owns it?</p> <p>[] Systems sometimes enables the co-creation or co-destruction of value³ when partners interact with each other. For example, when a provider cannot meet unrealistic expectations, when the benefits are unbalanced in a collaboration. Does the system enables this kind of co-creation or co-destruction of value?</p> <p>[] How can these changes in supply chain impact the financial situation of the business and their partners?</p> <p>[] Can it also impact the financial situation of their customers and other people/institutions?</p> <p><small>³ In B2B relationships, co-creation happens due to the interaction between the business in the value chain. Co-destruction happens due to lack of trust, power imbalance, or inadequate communication/coordination/human capital. More info here.</small></p>	
<p>GOVERNANCE AND PROCESS</p> <p>[] Business make decision on who are the legitimate stakeholders, what are the business goals, which should the be business processes. Does the system affect how and by whom such decisions are made?</p>	

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<p>INNOVATION, RESEARCH & DEVELOPMENT (R&D)</p> <ul style="list-style-type: none"> [] Does the system affect the investment on research & development? [] What about the areas of R&D? [] How can these changes in innovation and R&D impact the financial situation of the business and their partners? [] Can it also impact the financial situation of their customers and other people/institutions? 	
<p>Is there any other issue that is relevant to the economy that the system may affect?</p>	