

# Interview: Monthly

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## Opening

- State the goal of the interview.
- Confirm the recording permission.

## Interview Questions

1. Were you involved in the initial ideation around the monthly product?
  - a. If yes, how and why was this product created?
    - What was the underlying need?
  - b. If not, at what point did you get involved with monthly?
    - What did you find out was the underlying need?
2. How will you describe in your own words the value proposition of the monthly product to our customers?
3. What was the original business goal of the monthly product?
  - a. Is that goal the same at present?
    - If not, what is it today?
    - Why did that goal deviate?
4. What according to you is the vision for the monthly product?
  - a. What factors do you foresee impacting that vision?
5. What is the high-level business strategy for monthly?
  - a. What have been the biggest challenges in implementing the strategy?
6. What do you think are the biggest problems/ issues that our customers face with our monthly offerings?
  - a. Have there previously been any solutions brainstormed to overcome those problems?
7. Why, according to you, does SpotHero offer non-recurring monthly?
8. What strategy do we use to persuade operators to give us recurring monthly?
  - a. Can that strategy be applied to convert the non-recurring into recurring?
9. Does SpotHero do anything to try to retain the monthly non-recurring customers?
10. What are some of the risks involved in Monthly from SH perspective?
11. What impact according to you would we have on our customers if we were to take out the monthly offering?
12. What does success look like for monthly?
13. Is the existing monthly product the best solution for the recurring users?
  - a. If not, what solution can we offer?
14. If we had a magic wand - what is the number one thing you'd want the product to fix?