

Interview Questions

When telling the story of your project, it is important to have all participants-the manufacturer, the designer as well as the installer's viewpoint and credentials. This is an educational as well as promotional piece. Whose idea was the concept? How did the project evolve? What was the time line? How did the team work together ? The following are suggested samples of questions to ask each of the team members so when your project is accepted and presented, each component has representation.

Manufacturer's Questions/Interview

1) **Tell us about your company**

How long have you been in business?

Where is your manufacturing done?

What types of wallcovering do you manufacture?

How do you market-how do you get your products into the hands of the consumer?

Has your company evolved? If so, how?

Any particular aspects of the business of which you are most proud?

Is each of your products unique-hand-made or mass produced?

Do you manufacture "green" products?

2) **Let's focus on the pattern**

Where did the original design come from?

Is this a new concept or has it been used before?

What happens first when the original concept is penciled in?

Can you walk us through the evolution of how a particular pattern progresses from concept to execution?

What types of problems are common to force a design to be altered during the project?

Are there limitations forced on the design because of the equipment?

How many versions of the pattern are evaluated before you decide on the one to go forward?

How are the colorways decided?

Do you work from a particular palette from the very beginning?

How are the elements like sheen and reflectivity approached?

Do you develop all of this with a particular substrate in mind early on or do you decide on the substrate along the way ?

What is the largest obstacle you face in production?

Can you walk us through the steps in the actual production?

What is the average life for a pattern to stay in production?

When you produce the very first lengths of wallcovering in this pattern, what is done with those to evaluate them?

How long after those first pieces are produced are pieces evaluated by test hanging?

What is the set-up of your first test hang facility..is it over primed gypsum board or a tacky wall, etc?

4) **Can we talk about the wallcovering industry as a whole?**

What do you see as the good news and the bad news for this industry?

What kind of changes do you see in the 5 years? The next 10 years?

What would you say to consumers about wallcoverings?

What is the bright light for this industry?

5) **Will you share your thoughts about the collaboration on this project with the designer and the installer?**

Did anything on this project strike you as unique?

Was it enjoyable to work closely with the designer and installer?

Did anything change because of this project about how you think of the actual installation or use of the product ?

Would you do it again?

Did you learn anything you would not have anticipated?

Designers Interview Questions

1) Let's talk about you and your company for a moment..

Tell me a little about your background

What makes your company unique?

What does a typical project look like for you? (Is it residential, commercial?)
Mostly paint, faux?

Do you have any particular design “philosophy” or approach to projects?

2) Let's focus on this particular project...

How did you initially approach the design aspect for this project?

Did that concept evolve or change along the way? How so?

Were there any special challenges presented with this project?

What makes the challenge attractive?

Have you previously worked on something similar?

Anything especially challenging using wallcovering?

Any surprises from this project?

Do you have any thoughts about the wallcovering industry as a whole?

Do you frequently work with wallcoverings?

What percentage of your projects typically involves wallcovering?

What do you think about wallcovering in general?

Where do you see wallcovering heading or changing?

3) The experience of this project.

Was there any information you would have liked to have had, but did not?

What are your thoughts about a close collaboration with the installers?

Was it a good experience?

Did it change anything about how you might have previously thought of installers and how you work with them?

One of the goals of the project was to see if closer communication between manufacturer, designers and installer might create a better final product. What are your thoughts?

Any impressions or comments you wish to share?

Installer Interview/ Questions

Was this experience educational?

What did you learn about manufacturing and designing that you were not aware of before?

What challenges did you have?

Do you feel projects like this will help the wallcovering industry market wallcovering ?

Feel free to add your individual comments to further enhance the “story” of your project.

