

Stakeholder Interview Template

A structured alignment guide for UX researchers. Use this template to surface goals, assumptions, and constraints from internal stakeholders before fieldwork begins.

TIP

You can either run this template session-by-session and bring recordings within Looppanel OR paste this as a discussion guide within your study on Looppanel directly which will be automatically used to auto-transcribe, tag themes with AI, and find patterns across participants.

This PDF is editable. Click any shaded field to type into it — the highlighted placeholders are yours to rewrite. Prefer pen and paper? Print it and write on the lines.

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SECTION 1 — SESSION DETAILS

Fill this in before the session starts.

Study Name

Stakeholder Name

Stakeholder Role

e.g. Product Manager, Head of Design

Date

Interviewer

Session Length

e.g. 30 to 45 min

Recording?

Yes

No

Consent Obtained?

Yes

No

SECTION 2 — OPENING SCRIPT

Read this aloud at the start of every session.

READ ALOUD

Hi [**Name**], thanks for making time. I'm running this session as part of the planning phase for [**study name**]. Before we go into fieldwork, I want to make sure I understand the goals, constraints, and assumptions from your perspective. This will help me design a study that actually answers the questions that matter to you. There are no right or wrong answers — I'm just trying to understand your viewpoint. Do you mind if I record this? It will only be used internally. Any questions before we start?

SECTION 3 — CONTEXT & GOALS

Understand what this stakeholder is trying to accomplish.

Q1

Can you give me a brief overview of the project or initiative this research is connected to?

NOTES

Q2

What decision does this research need to inform? What happens after you get the findings?

FOLLOW-UP PROBES:

- What would change if the findings pointed one way vs. the other?

NOTES

Q3

What does success look like for this research, from your perspective?

FOLLOW-UP PROBES:

- How will you know the research was worth doing?

NOTES

SECTION 4 — ASSUMPTIONS & EXISTING KNOWLEDGE

Surface what is already believed to be true.

Q4

What do you already believe is true about the user or the problem?

FOLLOW-UP PROBES:

- Where does that belief come from?

NOTES

Q5

What are you least sure about? What would most change your thinking if it turned out to be wrong?

NOTES

Q6

Is there existing research, data, or customer feedback I should be aware of before starting?

NOTES

SECTION 5 — CONSTRAINTS & DEPENDENCIES

Understand what shapes what the research can realistically address.

Q7

Are there any timeline, budget, or technical constraints I should factor into the study design?

NOTES

Q8

Are there any topics, questions, or user segments that are off-limits or sensitive?

NOTES

Q9

Who else should I speak to before starting fieldwork?

NOTES

SECTION 6 – CLOSING

5 minutes. Wrap up and confirm next steps.

Q10

Is there anything else you think I should know before I start?

NOTES

READ ALOUD

Thank you — this was really helpful. I'll use what I've learned today to finalize the research plan and discussion guide. I'll share both with you for review before fieldwork begins. I'll follow up with [next steps if applicable].

SECTION 7 — POST-SESSION NOTES

Fill this in within 10 minutes of the session ending.

Key goals surfaced

What does this stakeholder most want to learn?

Key assumptions

What do they already believe is true?

Conflicts with others

Any disagreements to resolve before fieldwork?

Constraints to factor in

Timeline, budget, sensitive topics

Follow-up needed?

Any gaps to address before starting?

Overall alignment

Aligned

Partially aligned

Misaligned



 Looppanel

Everyone is aligned. Now skip the grunt work.

Bring the recording into Looppanel to auto-transcribe it, tag themes with AI, and find patterns across participants — in minutes, not weekends.

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