

# Questions for external customers.

## General and open-ended questions.

What is your job title? Briefly describe your typical tasks and responsibilities.

Describe your rapid prototyping needs. What scenarios have occurred in the past? What technologies, materials, finishing do you use?

## Specific and closed-ended questions.

How often do you order (not only at OnSite)?

What channels do you order through (i.e. phone, email, online)? What is the preferred channel?

What is most important to you: price, lead time, other?

**Analyze or upload.** When getting an online quote, would you prefer to upload your STL files or install a browser plugin so that the files could be analyzed without the need to upload them?

**File transfers.** How do you prefer to send STL files: email, FTP, web browser, disc? Why? Would/does being able to send files in a compressed archive (i.e. .zip, .mgx) be of significant value to you? How large are your STL file sizes typically?

**Add parts to quote.** How often do you need to add a part to an existing quote before turning it into an order?

**Multiple versions of STL file.** Has it ever happened that you (or someone else you know) needed to update an STL file for a part after placing an order? What was the outcome?

**Mixing materials in a single order.** How often do you need to order parts from different materials in a single order?

**Multi-scenario quotes.** Have you ever needed to compare prices and lead times for the same part in different materials, finishes, etc.? If yes, how did you accomplish this?

**Multi-parameter-per-part orders.** Have you ever needed to order the same part in two or more materials or finishes in a single order (for example, one instance of the part unfinished and another one polished and painted)?

**Lead times and rush orders.** How flexible are you in terms of lead times? How often do you place rush (overnight) orders?

**Tracking.** How long do your orders typically take from order placement to shipping? What kind of order tracking needs do you have? Do you need to track your order at the order or part level? Do you need to track your parts during the finishing stages of production?

**Reporting.** What kind of reports about your OnSite activity would be useful, if any at all?

## **OnSite-specific questions.**

Do you comparison shop between different RP service bureaus? If so, why?

At what other sites have you ordered? What did you like about those sites?

What percentage of all of your orders is through OnSite?

Are there specific circumstances under which you prefer order through the OnSite web site? Circumstances under which you will order elsewhere?

Which features of OnSite have you used at least once? Which features do you use regularly? What is your opinion of those features? Are there features you have never used? Which ones?

What do you like most about OnSite? Are there things about OnSite that made you choose it over competing sites?

What do you think is OnSite's biggest weaknesses? Are there things about OnSite that are preventing you from using it to place more orders?