NIST Generic Clearance for Usability Data Collections
Market research for the NIST 6-port SPHERE – Telephone Script

1. Describe the SLP work at NIST.
    This question is asked to start the conversation moving and to get the contact thinking and remembering the work at NIST. It is also useful to uncover the specific point of view and other potential biases.
2. What is your perception of 6-port SPHERE
    a. Is it a ready for market? What is missing?
        This question is to get the contact focused on the 6-port technology. Similar to the initial question this should reveal biases and POV.
3. What do you see as the possible sources of competitive advantage?
    a. How achievable do you think they are?
        We are testing our speculation on the 6-port. Do we get the same answers? If they begin by thinking about the advantages, it may change the perception.
4. Think about the structure of how companies like yours seek technical knowledge. Do you develop it in house? Buy it from testing labs? Consultants? What do companies in your space do to get durability knowledge?
    a. How much autonomy do folks in your industry have in seeking changes to practices?
    b. What is the outlook and time frame for someone in your space adopting the NIST technology?
        We are seeking to explore decision making within the company in a non-threating approach. By asking about "the industry" we are asking about their company, but not requiring them to be accountable. It also causes them to think about how the 6-port could be adopted by their company. We are not directly asking them for a commitment, but asking about their views. We expect this to be based on their experience and not on some imaginary company in their space. They should be warmed up and comfortable by this section. We are asking them to "gossip" a critical part of social capital. This is building trust in the relationship and the conversation.
5. What technical barriers would you like to see addressed in future research on SLP?
    a. Would removing those barriers cause companies in your space to increase the possibility of adoption?
        This gets to the questions about where the NIST/industry effort should focus research resources. By this point, we should be getting honest answers.
6. What other barriers beyond technical do you think slow down adoption?
    a. Do you think they can be changed?
        This gets to the questions about where the NIST/industry effort should focus research resources. By this point, we should be getting honest answers.
7. Can you describe how a company in your space would use 6-port?
    Now we are asking them to imagine how they would get value from the 6-port. Is this in-house, a testing lab, or some other way.

8. For companies in your space, who do you think will adopt the 6-port?
    a. Why them?
        Never underestimate the power of gossip in building social capital. It is a critical relationship tool that allows the exchange of values and gives them another chance to address question 6 and 7.
9. What external factors are affecting the market for durability testing?
    a. Is it changing?
    b. Can these changes be met by existing offerings?
        Now they can speculate on what they have seen in a changing market. If the market is not changing, then there is no need for new testing. If they see a changing market, they will feel a need for new measurement science.
10. Describe what you would do to change durability testing.
    a. How can this vision be achieved?
        This is a great wrap up question that allows them to imagine they are all powerful and not limited by the constraints they currently inhabit. It also plants the seed that they should be able to work for and make those changes now.

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