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| **Interview guide theory-based (Wirtz and Daiser, 2017)** |
| **Internal organization** | **Characteristics** | **Related questions** |
| BMI micro-organizational elements | Changing customer needsProduct service innovationCompetitionFirm dynamics | How do you take up the challenge to: Deliver changing customer needs?Innovate products and services?Deal with competitors in the market?Deal with firm dynamics? |
| BMI factors | Who? (Target group/customer)What? (Value proposition)How? (Value constellation) | Who are your target patients?What value do you offer to these patients?What value do you capture in relation to these patients?How do you create this value? |
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| Interface: BMI techniques and tools  | Knowledge creation (and renewal) pool- Evaluative tools for business model components and processes (efficient and effective BMI) | How do you evaluate the success of your company?In relation to business model components?Over time? |
| Interface: Knowledge/information processing and sense making  | Information processingSense makingGoal: understanding the customer and interpreting signals of the market | How do you Understand the customer?Interpret signals of the market?Collect and share information? |
| BMI areas |  | Innovate business model components?Innovate the actual BMI process? |