GOOG 20 GCP Developer Scenarios

Recruitment Screener ver 3.1

|  |  |
| --- | --- |
| **Qualifying criteria** | Has been employed full time at a for-profit, non-competitive organization within a qualifying industry for at least 12 monthsHas a qualifying job title, role, and job descriptionUses GCP professionally, or is considering use professionallyArticulate which programming or scripting languages use and frameworks they have done work in and describe a development project they’re engaged in Are between the ages of 18-64, and screen for past participation |
| **Session details** | In the US recruit a total of 32 respondents for 16 total dyads and in Brazil, Germany and India recruit a total of 16 respondents (per geo) for 8 total dyads (per geo).Each dyad will last 60 minutes. Breakdown of respondents is as follows:Application Developer* US: 8 respondents (4 dyads)
* Brazil, Germany and India: 4 respondents (2 dyads)

Enterprise Architects/Developers* US: 8 respondents (4 dyads)
* Brazil, Germany and India: 4 respondents (2 dyads)

Data Engineer* US: 8 respondents (4 dyads)
* Brazil, Germany and India: 4 respondents (2 dyads)

Data Analyst/Data Scientists* US: 8 respondents (4 dyads)

Brazil, Germany and India: 4 respondents (2 dyads) |
| **Quotas** | **Org size*** Recruit a of sizes, per geo

**Startup*** US: recruit a max of 6 respondents from startup organizations
* Brazil, Germany and India: recruit a max of 3 respondents from startup organizations, per geo

**Company focus*** Recruit a mix of ISVs, Contractors and Corporate Developers, per geo

**Industry*** Recruit a mix of industries, per geo

**Respondent types*** Application Developers
	+ US: Recruit 8 respondents (4 dyads)
	+ Brazil, Germany and India: Recruit 4 respondents (2 dyads)
* Enterprise Architects/Developers
	+ US: Recruit 8 respondents (4 dyads)
	+ Brazil, Germany and India: Recruit 4 respondents (2 dyads)
* Data Engineer
	+ US: Recruit 8 respondents (4 dyads)
	+ Brazil, Germany and India: Recruit 4 respondents (2 dyads)
* Data Analyst/Data Scientists
	+ US: Recruit 8 respondents (4 dyads)
	+ Brazil, Germany and India: Recruit 4 respondents (2 dyads)
 |
| **Sample source** | To be supplied/acquired by the recruitment facilities. |

**Introduction**

**(Read to gatekeeper)** Hello, my name is **(interviewer name)** from **(company name)**. Today we’re conducting some very brief research about business technology in your organization. Please connect me to the individual who is responsible for decision making for your organization’s business technology.

**(Read to potential recruit)** Hello, my name is **(interviewer name)** from **(company name)**. Today we’re conducting some very brief research about business technology. My questions will take only a few minutes of your time. **(If needed, read)** These questions are strictly for research purposes. This is not a sales or marketing call.

**Screening questions**

S1 What is your current employment status? Are you…?

**(Read list. Multiple responses okay.)**

1. Employed full-time, that is, 30 or more hours per week🡪 **[Ask S2]**
2. Employed part-time, that is, less than 30 hours per week🡪 **[Terminate]**
3. A homemaker or stay-at-home parent🡪 **[Terminate]**
4. A full-time or part-time student🡪 **[Terminate]**
5. Retired🡪 **[Terminate]**
6. **(Do not read)** Some other situation🡪 **[Terminate]**

S2 And is the organization where you work…?

**(Read list. Single response.)**

1. Some form of a for-profit business, company or enterprise🡪 **[Ask S3]**
2. A government agency, office or institution—including the military🡪 [**Terminate]**
3. Any sort of educational institution🡪 **[Terminate]**
4. A not-for-profit, charitable or religious organization🡪 **[Terminate]**
5. **(Do not read)** Don’t know/refused🡪 **[Terminate]**

S3 Including yourself, approximately how many people work for your organization? When responding, please consider all your organization’s locations worldwide—if applicable. Your best guess is fine.

**(Do not read list. Record verbatim response in the box, then circle corresponding code below. Single response.)**

|  |
| --- |
|  |

|  |  |
| --- | --- |
| **QUOTA CHECK** | * Recruit a mix of org sizes, per geo
 |

S3a Do you consider your organization to be a startup?

**(Read list. Single response.)**

1. Yes🡪 **[Ask S3b]**

2. No🡪 **[Skip to S4]**

3. **(Do not read)** Don’t know/refused🡪 **[Terminate]**

|  |  |
| --- | --- |
| **QUOTA CHECK** | * US: Recruit a max of 6 respondents from startup organizations
* Brazil, Germany and India, recruit a max of 3 respondents from startup organizations, per geo
 |

S3b What year was your company founded, and which of the following best describes your startup’s current financial status?

**(Read list. Record verbatim responses in the box below.)**

|  |
| --- |
| **Year founded:****Current financial status:**  |

1. Self-funded / friends and family / no outside funding

2. Angel or pre-seed funding

3. Seed or Series A funding

4. Series B, or C funding

5. Series D, E, or F funding

6. Post IPO

7. Other (Specify)

S4 Which of the following offerings, if any, would you describe as a focus for your company?

**(Read list. Multiple responses OK.)**

1. Developing packaged or finished software or services for commercial sale🡪 **[Classify as an ISV. Check quota, ask S5]**
2. Developing applications or services that are offered for free🡪 **[Classify as an ISV. Check quota, ask S5]**
3. Developing custom applications or services on behalf of your clientsà **[Classify as a Contractor. Check quota, ask S5]**
4. Developing custom applications or services on behalf of the organization you work for🡪 **[Classify as a Corporate Developer. Check quota, ask S5]**
5. Building, installing or reselling computer hardware or software🡪 **[Classify as a Contractor. Check quota, ask S5]**
6. Providing business process consulting or IT strategy consulting🡪 **[Classify as a Contractor. Check quota, ask S5]**
7. **(Do not read)** None of these🡪 **[Terminate]**

|  |  |
| --- | --- |
| **QUOTA CHECK** | * Recruit a mix of ISVs, Contractors and Corporate Developers, per geo
 |

S5 What is your company’s main area of focus or primary business activity?

**(Do not read list unless a prompt is required for clarification or verification of industry type. Record verbatim response in box, then circle corresponding category. Probe for clarity as needed to ensure industry is captured accurately. Single response. Go to Box A.)**

|  |
| --- |
|  |

1. Agriculture/forestry/fishing/mining
2. Architecture/engineering/construction
3. Arts/entertainment/recreation
4. Business/professional services
5. Computer related products or services
6. IT or software application development
7. Consumer Packaged Goods (CPG)
8. E-commerce
9. Education🡪 **[Terminate]**
10. Energy and utilities
11. Financial services, such as banking, insurance and financial markets
12. Government🡪 **[Terminate]**
13. Healthcare
14. Hospitality
15. Legal
16. Manufacturing/production
17. Marketing
18. Market research🡪 **[Terminate]**
19. Media / Public Relations / Advertising🡪 **[Terminate]**
20. Military/police🡪 **[Terminate]**
21. Non-profit or religious organization🡪 **[Terminate]**
22. Personal services
23. Pharmaceuticals
24. Printing and/or publication (other)
25. Real estate
26. Retail
27. Telecommunications – includes hardware manufacturers and service providers
28. Transportation/ Logistics
29. Wholesale
30. Other (specify)

|  |
| --- |
| **Box A: In S5, is a qualifying industry selected?**Yes………………………………………………………...1 **[Quota check, then ask S6]**No…………………………………………………………………......2 **[Terminate]** |

|  |  |
| --- | --- |
| **QUOTA CHECK** | * Recruit a mix of industries, per geo
 |

S6 What is the name of the company or organization you work for?

**(Record verbatim response in the box.)**

|  |
| --- |
|  |

|  |  |
| --- | --- |
| **INTERVIEWER NOTE** | **If company name is one of the following, terminate:** |
| * Accenture
* Adobe
* Amazon
* Apple
* Dell
* Dropbox
* Facebook
* Google
* HP
* IBM
* Intel
* Lenovo
 | * LG
* Microsoft
* OneLogin
* Qualys
* Tenable
* Red Hat
* Samsung
* Slack
* Sonrai
* Tenable
* VMware
 |  |

S7 Approximately, how long have you held this position, at this company?

**(Do not read list. Record verbatim response in the box, then circle corresponding code below. Single response.)**

|  |
| --- |
|  |

1. Less than 12 months🡪 **[Hold & check with Mozaic Group]**
2. 12 months or longer🡪 **[Ask S8]**

S8 Please tell me your job title (as it appears on your business card), the department to which you belong, and briefly describe the type of work that you do at this organization.

**(Record verbatim response in the box.)**

|  |
| --- |
| **Job title:****Department:** **Job description:** |

S9 I’d like to learn more about your primary job role or occupation. Which of the following activities—if any—would you say best describes your primary role at work?

 **(Read list. Single response).**

1. Write code in a variety of languages and create repeatable applications for commercial organizations or consumers. Use technologies for various parts of the application stack - servers, clients, databases, caches, etc. **(Additional information, read if necessary:** *This includes web, Web3, mobile, startup, and system developers, etc. Write code and consume cloud APIs like Speech, Translation, NLP, etc.*)🡪 **[May qualify as Application Developer, ask S10]**
2. Responsible for creating data lakes, extracting, transforming data and loading (ETL), and building data pipelines, operations on data and building data warehouses using processing frameworks like Spark, Hive, Presto, and more. Often partner with data scientists to put machine learning models into production and scale systems that can make predictions.🡪 **[May qualify as Data Engineer, ask S10]**
3. Lead system design including design, architecture and migration of cloud and on premises systems including custom and packaged applications – such as, SAP and VMWare workloads, hybrid and multi-cloud implementations.🡪 **[May qualify as Enterprise Architect/Developer, ask S10]**
4. Work to gain insight quickly from large amounts of data, often using SQL (*pronounced sequel)* and higher-level analytical tools such as spreadsheets, data visualization software, and conduct some analysis.🡪 **[May qualify as Data Analyst, ask S10]**
5. Analyze large volumes of data and using statistical analysis or building machine learning models.🡪 **[May qualify as Data Scientist, ask S10]**
6. Or, other non-technical activities🡪 **[Terminate]**
7. **(Do not read)** None of these🡪 **[Terminate]**
8. **(Do not read)** Don’t know/refused🡪 **[Terminate]**

S10 I’d like to understand what percentage of your time is devoted to each of several different types of tasks, in a typical work week. Your best guess is fine. What percentage of your time in a typical work week do you spend doing…?

**(Read list. Record numeric response between 0 & 100 within the brackets to the right of items 1-7; total should add up to 100%. Go to Box Z.)**

|  |  |  |
| --- | --- | --- |
|  | **Tasks** | % of time |
| 1 | Actual hands-on coding/scripting, writing and executing complex macros | % |
| 2 | Planning or designing software, applications or services or managing staff who design, architect, code or test software, applications or services | % |
| 3 | Leading system design including design, architecture and migration of cloud and on premises systems including custom and packaged applications such as SAP and VMWare workloads, hybrid and multi-cloud implementations | % |
| 4 | Preparing and organizing data from databases, data lakes, and other stores. Manipulating data or building data pipelines - making data available for the use of data scientists or data analysts. | % |
| 5 | Collecting, storing, cleaning, normalizing, and ensuring the quality and accuracy of large amounts of data. Processing and gaining insight from data, using higher-level analytical tools.  | % |
| 6 | Performing robust analytics, building machine learning pipelines and personalized data products. Utilizing infrastructure, testing and machine learning for decision making, and data products. | % |
| 7 | Sales, marketing and business development-related activities | % |
| 8 | **(Do not read)** None of these | % |

|  |
| --- |
| **Box Z: In S10, did the respondent indicate at least 20% for code 1?** Yes………………………………………………………………….…….. 1 **[Go to Box B]**No………………………………………………………………… ……….2 **[Terminate]** |

|  |
| --- |
| **Box B: In S10, did the respondent indicate at least 40% for codes 1 and 2, combined?** Yes…………………………………………………………………………1 **[Classify as Application Developer; go to Group Classification Box]**No…………………………………………………………………………..2 **[Go to Box C]** |

|  |
| --- |
| **Box C: In S10, did the respondent indicate at least 30% for code 3?**Yes………………………………………………………………………….1 **[Classify as Enterprise Architect/Developer; go to Group Classification Box]**No……………………………….………………………………………….2 **[Go to Box D]** |

|  |
| --- |
| **Box D: In S10, did the respondent indicate at least 30% for code 4?**Yes………………………………………………………………………….1 **[Classify as Data Engineer; go to Group Classification Box]**No…………………………………………………………………………...2 **[Go to Box E]** |

|  |
| --- |
| **Box E: In S10, did the respondent indicate at least 30% for code 5 or code 6?**Yes………………………………………………………………………….1 **[Classify as Data Analyst/Data Scientist go to Group Classification Box]**No……………………………………………………………………………2 **[Terminate]** |

|  |  |
| --- | --- |
| **GROUP CLASSIFICATION BOX** | **Responses at S8, S9 and S10 must align. When in doubt, hold and check with Mozaic Group.**Does the respondent qualify for one of the following audiences?Application Developer* Write code in a variety of languages and create repeatable applications for commercial organizations or consumers. Use technologies for various parts of the application stack - servers, clients, databases, caches, etc. (S9=1)
* Spends 20% of time actual hands-on coding, writing and executing complex macros (Box Z=1)
* Spends 20% Planning or designing software, applications or services or managing staff who design, architect, code or test software, applications or services (Box B=1)

Enterprise Architect/Developer* Write code or lead system design – focus on migration, lift and shift, SAP and VMWare workloads, hybrid and multi-cloud implementations (S9=3)
* Spends 20% of time actual hands-on coding, writing and executing complex macros (Box Z=1)
* Spends 30% of time focusing on migration, lift and shift, hybrid and multi-cloud implementations and SAP and VMWare workloads (Box C=1)

Data Engineer* Responsible for creating data lakes, extracting, transforming and loading, and pipeline operations on data. Often partner with data scientists to put machine learning models into production and scale systems that can make predictions (S9=2)
* Spends 20% of time actual hands-on coding, writing and executing complex macros (Box Z=1)
* Spends 30% of time Preparing and organizing data from databases, data lakes, and other stores. Manipulating data or building data pipelines - making data available for the use of data scientists or data analysts. (Box D=1)

Data Analyst/Data Scientists* Work to gain insight quickly from large amounts of data, often using SQL (pronounced sequel) and higher-level analytical tools such as spreadsheets and conduct some analysis; Analyze large volumes of data and using statistical analysis or building machine learning models (S9=4 or 5)
* Spends 20% of time actual hands-on coding, writing and executing complex macros (Box Z=1)
* Spends 30% of time collecting, storing, cleaning and ensuring the quality and accuracy of large amounts of data. Processing and gaining insight from data, using higher-level analytical tools; Performing robust analytics, building machine learning pipelines and personalized data products. Utilizing infrastructure, testing and machine learning for decision making, and data products (Box E=1)
* INTERVIEWER NOTE: Data Scientists are experts in analyzing large volumes of data, using statistical analysis, and building machine learning models. They create, deploy, and train models (often based on AI/ML) and run sophisticated data analytics

Yes………………………………………………….……. **Go to quota check**No…………………………………………………………. **Terminate** |

|  |  |
| --- | --- |
| **QUOTA CHECK** | Per geo, recruit: Application Developer* US: 8 respondents (4 dyads)
* Brazil, Germany and India: 4 respondents (2 dyads)

Enterprise Architects/Developers* US: 8 respondents (4 dyads)
* Brazil, Germany and India: 4 respondents (2 dyads)

Data Engineer* US: 8 respondents (4 dyads)
* Brazil, Germany and India: 4 respondents (2 dyads)

Data Analyst/Data Scientists* US: 8 respondents (4 dyads)
* Brazil, Germany and India: 4 respondents (2 dyads)
 |

S10b Thinking of all the applications that you have helped to build, or oversaw the build, in the last 6 months, where is the code that you wrote for these applications executed?

(Read list. Multiple responses OK. Go to Box Z)

1. Server or app server, excluding web server
2. Website or browser, or web server
3. Public cloud platform; this includes cloud platforms such as Google Cloud Platform or Microsoft Azure or AWS
4. Desktop or laptop computers
5. Tablet or smartphone
6. IoT (Internet of Things) or Embedded device
7. Some other type of device or platform (Specify)🡪[Hold and check with Mozaic Group if only response]
8. None of these🡪[Terminate]

|  |
| --- |
| **Box Z: Did the respondent indicate that they use a public cloud platform (Code 3)?**Yes………………………………………………….……………………………1 **[Ask S11]**No………………………………………………………………………………..2 **[Terminate]** |

S11 We would like to learn more about which of the following cloud- platforms you:

1. Use professionally, within your organization
2. Are considering using professionally, within your organization
3. Use personally

**Do not read list. Record products mentioned in columns A, B and C. If more than 1 service mentioned, ask:**

And which of these would you describe as the primary cloud platform used at your organization? **Read options previously selected, if necessary. Record in column A1. Single response. Go to Box F.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Public cloud service** | **Column A****Used professionally** | **Column A1****Primary, professionally** | **Column B****Considering professionally** | **Column C****Used personally** |
| 1 | Google Cloud Platform (G-C-P) |  |  |  |  |
| 2 | Amazon Web Services (A-W-S) |  |  |  |  |
| 3 | Microsoft Azure |  |  |  |  |
| 4 | Alibaba |  |  |  |  |
| 5 | Other **(Specify)** |  |  |  |  |

|  |
| --- |
| **Box F: Did the respondent indicate a shaded response for Google Cloud Platform?**Yes……………………………………………………………………………..1 **[Go to Box F]**No………………………………………………………………………………2 **[Terminate]** |

|  |
| --- |
| **Box G: Did the respondent indicate that they use Google Cloud Platform professionally (Column A selected for GCP)?**Yes………………………………………………….……………………………1 **[Ask S11b]**No………………………………………………………………………………..2 **[Skip to S12]** |

S11b How would you allocate your cloud spend across the cloud vendors you use? Your best guess is fine.

**(Read public cloud services listed in S11. Record numeric response between 0 & 100 within the brackets to the right of items 1-5.)**

|  |  |  |
| --- | --- | --- |
|  | **Public cloud service** | **Percentage of use** |
| 1 | Google Cloud Platform (G-C-P) |  |
| 2 | Amazon Web Services (A-W-S) |  |
| 3 | Microsoft Azure |  |
| 4 | Alibaba |  |
| 5 | Other **(Specify)** |  |

S12 Which of the following programming or scripting languages have you done extensive development work in over the past year?

**(Read list. Multiple responses OK.)**

* + - 1. Bash shell
			2. C#
			3. C
			4. C++
			5. Dart
			6. Go
			7. HTML/CSS
			8. Java
			9. JavaScript
			10. Objective-C
			11. PHP
			12. Python (any version)
			13. PowerShell
			14. R
			15. Ruby
			16. Rust
			17. Swift
			18. SQL
			19. Other (Specify)🡪 **[Hold and check if only response]**
			20. **(Do not read)** None of these🡪 **[Terminate]**
			21. **(Do not read)** Don’t know/refused🡪 **[Terminate]**

S13 Which of the following frameworks have you done extensive development work in over the past year?

 **(Do not read list. Circle the corresponding codes below. Multiple responses OK.)**

1. AngularJS
2. Django
3. Electron
4. Flutter
5. Vue
6. Ionic
7. jQuery
8. GTK+
9. NodeJS / Express
10. .NET (any variant)
11. React
12. Qt
13. Windows App SDK
14. Windows App APIs: Win32, WinUI, UWP
15. Cross-platform Windows APIs: .NET Maui, React Native for Windows (RNW)
16. Other (Specify)🡪 **[Hold and check if only response]**
17. **(Do not read)** None of these🡪 **[Terminate]**
18. **(Do not read)** Don’t know/refused🡪 **[Terminate]**

S14 We would like to understand more about a task you are presently working through. Please describe a development project you’re currently engaged in or working on.

**(Do not read list. Listen for articulation, ease and comfort answering this open-ended question & circle the corresponding codes below. Multiple responses OK.]**

|  |
| --- |
|  |

1. R was difficult to hear or understand🡪 **[Terminate]**
2. R had trouble speaking clearly or coherently🡪 **[Terminate]**
3. R had trouble quickly coming up with or clearly articulating his/her thoughts🡪 **[Terminate]**
4. R quickly gave a clear and comprehensive answer to the question and was easy to hear/understand🡪 **[Ask S15]**

S15 What is your age, please?

**(Do not read list. Record verbatim response in the box, then circle corresponding code below. Single response.)**

|  |
| --- |
|  |

1. 17 or younger🡪 **[Terminate]**
2. 18 to 64🡪 **[Ask S16]**
3. 65 or older🡪 **[Terminate]**
4. **(Do not read)** Refused🡪 **[Terminate]**

S17 Over the past 3 months, in what types of market research focus groups or one-on-one interviews—if any—where you were compensated for your time have you participated? What was the topic?

**(Do not read list. Record verbatim response in box below, then circle corresponding category. Single response.)**

|  |
| --- |
|  |

1. No research participation in last 3 months🡪 **[Go to invitation]**
2. Any mention of participating in research efforts focused on analytics platforms (in the last 3 months)🡪 **[Hold & check with Mozaic Group]**
3. Any other mentions🡪 **[Go to invitation]**

**Invitation for qualitative study**

|  |
| --- |
| Thank you again for answering my questions! Our client will be conducting small group discussions with individuals like yourself. We’ll be talking about analytics platforms and we’d like to get your thoughts on what your organization’s needs and pain points are in this area. The discussion will be held on **(date)** at **(time)** and will last 60 minutes. As a way of thanking you for your participation, you will be paid **(amount)**. We realize this may interfere with your workday, so as a way of thanking you for your participation, you will be paid **(amount)**. Would you be able to participate?1. Yes🡪 **[Continue]**
2. No🡪 **[Terminate]**

Do you have access to a strong internet connection and a computer or laptop with a working camera and microphone? 1. Yes🡪 **[Schedule for web conferencing interview]**
2. No🡪 **[Terminate]**

In order to send you a confirmation email and directions, I’ll need the following information. |
| **NAME**  |  |
| **ADDRESS** |  |
| **DAYTIME PHONE** |  |
| **EVENING PHONE** |  |
| **EMAIL ADDRESS** |  |