

**Team introductions: Ask the interviewee to record his/her full name and job title.**

[Leo, the barber](#), 2011 City Stories



1. Can you please tell us a little bit about yourself?
2. Can you please describe a typical workday for you?
3. How long have you been cutting hair?
4. How long have you owned your shop?  
Follow-up: How have you seen the community change over the years, specifically in relation to your shop?
5. What does your business offer or bring to the community?
6. How much of your business comes from regular customers?
7. Do you often get new customers? How do you advertise in the community?
8. How do you deal with unhappy/grumpy customers?
9. Have you done any crazy haircuts or had any weird requests? If so, can you please describe them?
10. How did you get started in the business?
11. Is/Has anyone else in your family been a barber or worked in your shop?
12. Do you have kids? If so, do you hope that your kids follow in your footsteps and why?
13. Is there anything else that you would like to add?

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[Brian Shapiro](#), 2011 City Stories



1. Tell us a little bit about yourself.
2. Did you always have an interest in food and cooking?
3. What would you be doing if you didn't own Shapiro's?
4. Who do you plan to give the business to when you retire?
5. What do you do on a typical day?
6. Could you tell us a little about the history of Shapiro's?
7. How long has Shapiro's been in business?
8. Who came up with the recipes?
9. How do you trust your chefs to know the family recipes and not tell people about it?
10. Do you update or make new recipes or do you stay with the same menu? (tradition)
11. Do customers order more desserts or actual meals?
12. What time of day is the busiest?
13. What do customers like about Shapiro's?
14. What makes Shapiro's special or unique?
15. Is there anything else you'd like to add?