**Week 6: Iterating on your User Research for the Group Project**

Andre Lavilla, Tyler Fulinara, Marie Shimizu, William Chin, Leilah Lui

## 1. Our Research Methods: Survey & Interview

We plan to conduct a survey and interviews for our interview respondents. The survey will help us collect demographic data, whereas our interview process comprises two components: general questions and targeted questions. Our team members will pose the general questions to all interviewees, in addition, to the targeted questions that are specific to the interviewee. Please find the complete list of questions below:

### Google Form Questions:

* What gender do you identify as?
  + What are your pronouns?
* What is your age?
* Please specify your ethnicity.
* Which country were you born in?
* Where are you currently located?
* What is your highest degree of education?
* Describe your living status. Do you own a home, rent or lease property, or have some other type of living arrangement?
* What languages are you capable of speaking fluently?
  + Do you feel more comfortable hanging out with people who speak that language?
* How comfortable are you with using technology, mobile apps, and websites? (Scale 1 -10)

### General Questions:

* Tell me about yourself.
* Do you explore San Francisco often? Where do you go and what do you do?
* What information do you like to know before exploring new places?
* Think of a close friend or family member that doesn’t live in San Francisco. If that person was considering moving to San Francisco, what would you say to them? Why?
* Describe what it mean to have a sense of community to you.
* Describe what it mean to be involved in a community to you.
* Describe the communities you’re involved in.
* On a scale of 0 - 10 (0 = very unimportant and 10 = very important), how important is it for you to be involved in the community you live in?
* Do you find it difficult to find your community? Why or why not? What works for you?
* ~~If we were to build a new community-building tool for San Francisco, what suggestions do you have for us?~~
* (LAST QUESTION) Is there anything else you would like to add that you feel would be valuable for our research?

### Targeted Questions:

#### SF Resident-Specific Questions:

* Describe your current living situation and experience in SF.
* Elaborate on what you like and dislike doing in San Francisco.
* How involved are you in your community’s activities and how do you get involved?
  + If you don’t feel involved in your community, why do you think that is? Do you wish you were more involved?
* Elaborate on how informed you feel regarding activity in San Francisco or your community.
  + If you feel well-informed, how do you stay informed?
  + If you don’t feel well-formed, why is that?

#### International College Student-Specific Questions:

* Do you ever think about moving back to your home country? Why?
* How does being a college student affect your community involvement?
* As a college student, what would be helpful or nice to know regarding San Francisco, your community, and the communities around you?

#### SF Non-Resident-Specific Questions:

##### Relocating to SF Questions:

* When moving to a new city, are there specific resources that will make your time a lot easier?
* If you wanted to be part of the community when you move to SF, what are some things you would do?
* What could improve for your personal community right now? Tools? Resources?
* When walking around your current city, what resources do you use to decide where to go and when to go?
* What are the priorities you have when it comes to relocating? (price, neighborhood, space, etc)
* Do you research the area before you move? Why, why not? How do you research?

##### Traveling to SF Questions:

* How do you feel when you travel to San Francisco?
* What areas in San Francisco that you like to travel to?
* Are there areas in San Francisco where you feel that it is not safe to travel there?
* Are there times in San Francisco when you feel that it is not safe to travel there?
* Who do you go to San Francisco with and how do you feel when you go with these types of people?

##### Real Estate Investor-Specific Questions:

* What are your thoughts on investing in SF?
* How do you assess the risk level when investing in (location)?
  + What factors do you consider when evaluating a potential real estate investment location?
  + What tools do you currently use to measure safety/gather information in a location?
* What kind of changes would you like to see while preserving the existing culture of (location)
* What do you think could be done to help improve the safety of SF?

## 2. Research Interview Plan

As a team, we’ve each decided to interview at least one person. We have all reached out to at least five people collectively and have confirmed their participation in our interviews. The participants we’ve selected are members of our intended user base, and we plan to reach out to them in a variety of ways. Some of us will be conducting interviews via Zoom, while others plan to interview in person. Each interview should take no less than 30 minutes, and to be considerate of our respondents’ time, we’ve set an approximate interview duration to be 30-45 minutes. For SF resident participants, we’ve structured and planned our interviews to help us understand how a digital platform can help them feel safer, develop a sense of belonging, build a support system with others within their communities, encourage public participation, and get involved in their communities' activities. From non-SF resident participants, we hope to understand how a digital platform can help inform them when they visit or plan to relocate to San Francisco. Any input or personal experiences they share with us will be valuable for the design decisions we make for our product. Therefore, our respondents’ participation will help us tailor our product's user experiences to meet their needs as potential users.

We’ve created a [Google Sheet](https://docs.google.com/spreadsheets/d/1urNyBJ4LIzt4-3USXoNXwa6Pw8CD4hUpX79Iw8oyIyI/edit?usp=sharing) to provide a deeper breakdown of our interview plan for each participant.