Interview Talking Points:

1. Introduction (privacy policy/ approximate time it requires for this interview)

2. Basic information of the interviewee

a. Status

b. Gender

c. Occupation

d. Living situation

e. Origin

f. Current residency

g. What do you like to do during your free time(?)

3. Topic 1: Image of San Francisco

a. What do you think of San Francisco? (what image does he/she has)

b. Why do you want to move to SF? (Specific)

4. Topic 2: Safety

a. Importance of safety? (scale)

b. What is safety to you?

c. Do you feel safe in current neighborhood? Why or why not? Describe your neighborhood.

d. What do you need to feel secure/safe?

e. What do you do currently to ensure your safety in general? (eg. Carrying pepper spray, do research about the place etc)

f. What is your safety goal look like?

5. Topic 3: Sense of community

a. Importance of sense of community. (scale)

b. What is community to you?

c. Do you feel sense of community currently? Why/why not? Describe your community

d. How do you have sense of community currently? (attend volunteer, join community and organize event etc)

e. Do you find it easy/difficult to find community? Why/why not? What works for you? What’s lacking?

f. What does your ideal community look like?

g. Describe the last time when you felt strong sense of community that makes you happy

6. Topic 4: Technology/competitors

a. How comfortable are you with technology?

* App?
* Website?

b. Have you used Nextdoor or other platform for community? (facebook group/meetup group etc)

c. What is your experience like?

d. What do you like/ what don’t you like about it?

e.

7. Topic 6: Moving

a. Why are you moving?

b. What are your priorities when you are looking for a place?

c. Do you research the neighborhood? If so how do you research?

d. What platform do you use to research?

e. What’s your benefit of your current method of researching?

f. What’s lacking in your current method?

8. Closure