# **Week 5: Planning User Research for the Group Project**

**Main** **Idea**:

Understanding the broader sense of what to look for when determining/evaluating an areas safety

**Prologue:**

Introduce myself: SFSU student interested in the real estate market in the bay area. I am doing a project on

· how *safety* *affects an investor’s thoughts on investing in a certain location*.

· What factors influence an investors/your thoughts on investing in a certain location

Today I am looking to learn from your expertise.

Ask to record?

**Questions**:

1. Tell me about yourself
2. What cities do you guys cover/manage
3. What do you think about the bay area
4. What factors do you consider when evaluating a potential real estate investment location?
   1. How do you assess the risk level when investing in (location)?
   2. What kind of research do you conduct before investing in (location)?
   3. How do you approach investing in areas that are undergoing significant development or gentrification?
   4. How do you stay up-to-date with changes to (location) that may affect your investment?
      1. What kind of due diligence do you conduct to determine the police presence in (location)?
   5. What role do schools, transportation, and shopping centers play in your investment decisions and how do you evaluate their impact on the safety of (location)?
   6. How do you communicate with your tenants/potential buyers about the safety in (location)?
   7. How does community involvement affect your assessment of (location)?
   8. Can you share an example of how the safety of (location) has impacted your investment strategy?
5. What are your thoughts on investing in SF
6. Are you using the same tools are you currently using to measure safety/gather information in SF
7. What do you think could be done to help improve the safety of SF/cities?
8. What kind of changes would you like to see while preserving the existing culture of San Francisco