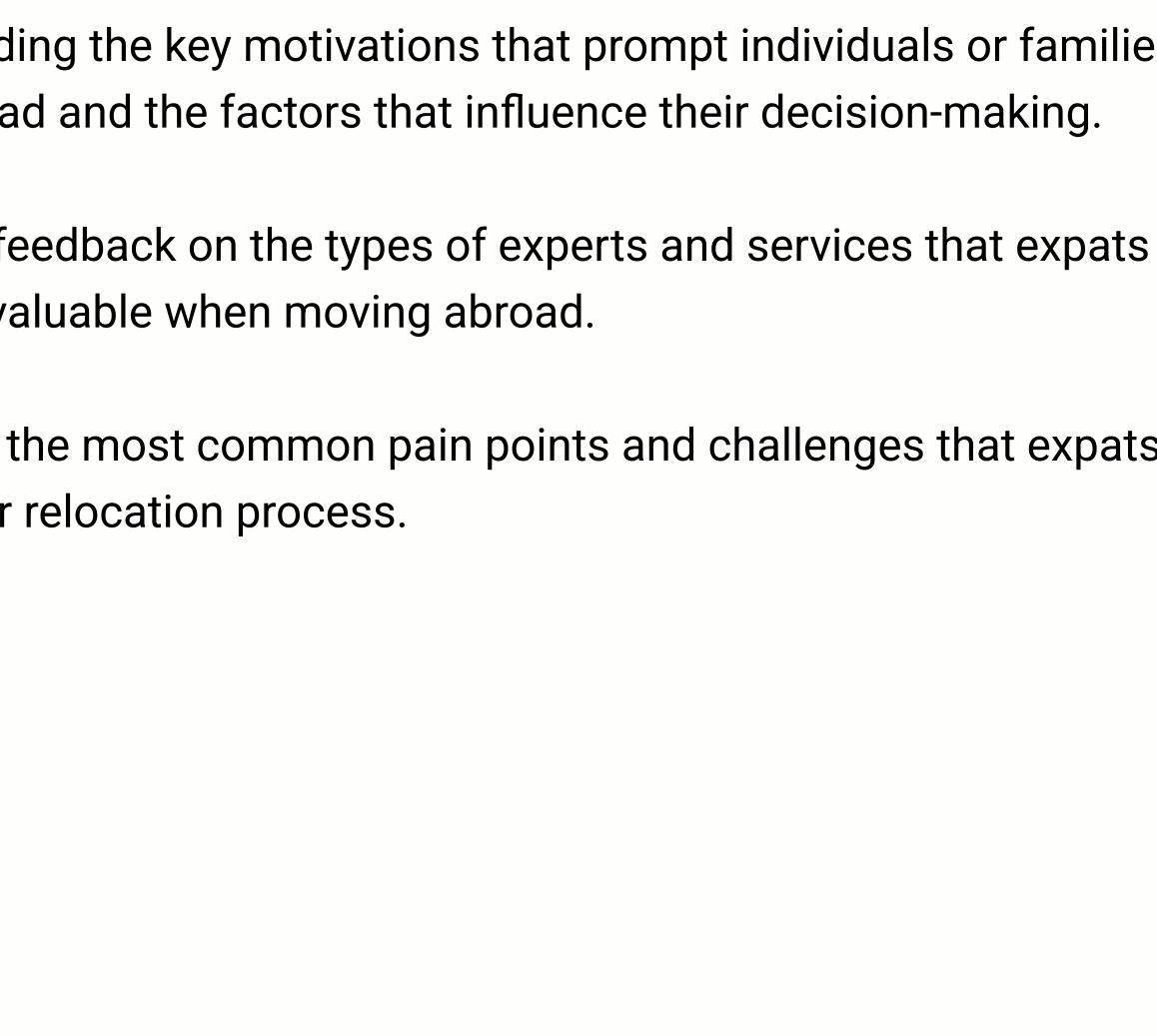


Surveys and Interviews

Johanna Blood UX Researcher

SURVEYS



Survey Research goals

1. Understanding the key motivations that prompt individuals or families to move abroad and the factors that influence their decision-making.
2. Gathering feedback on the types of experts and services that expats would find most valuable when moving abroad.
3. Identifying the most common pain points and challenges that expats face during their relocation process.

Survey Questions

1. Age?
2. Relationship status?
3. How many times have you moved to a different country?
4. What continent are you interested in moving to or have moved too?
5. What is your primary reason for wanting to move abroad?
6. How important is it for you to have access to expert advice when moving abroad?
7. Which of the following areas would you find expert advice useful?
8. How would you prefer to receive expert advice?
9. How much would you be willing to pay for expert advice? (Per consultation)
10. Which of the following topics would you find useful to learn about as an expat?
11. How did/would you go about finding a place to live in your new country?
12. Did you have a job lined up before you moved to your new country?
13. Have you experienced any unexpected costs associated with emigrating?

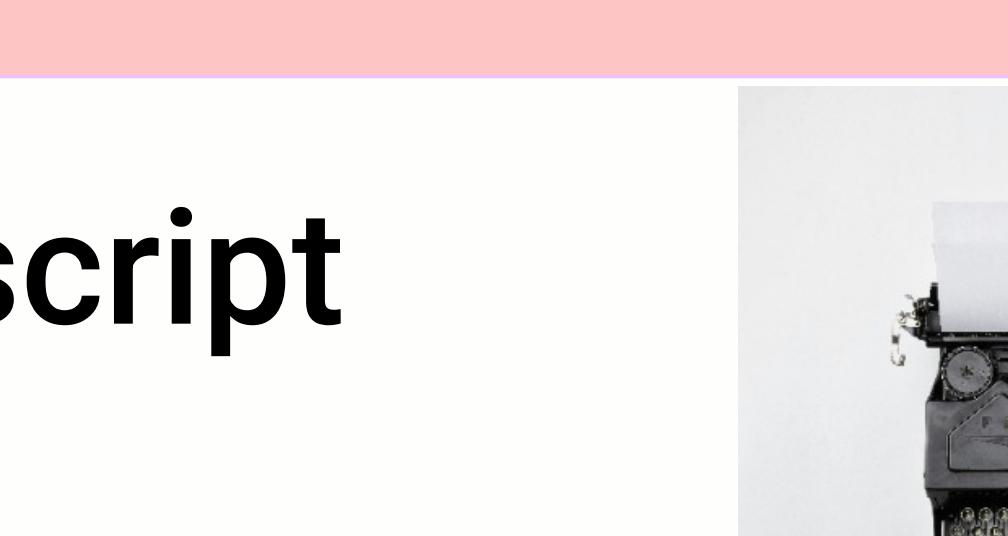
Survey Learnings



I put the survey out on Facebook and Whatsapp and I received 32 responses. Some facts that I learned:

- The main reason for emigrating was for a change of lifestyle
- Over 80% deemed it important or very important to seek expert advice.
- Healthcare, Immigration procedures and housing were the top three subjects people felt they would seek advice for.
- There was an even split on how people would prefer to receive advice (Live Chat, phone, face to face or email).
- 60% of people look for housing online.
- Over half did not have a job lined up before moving.

User Interviews



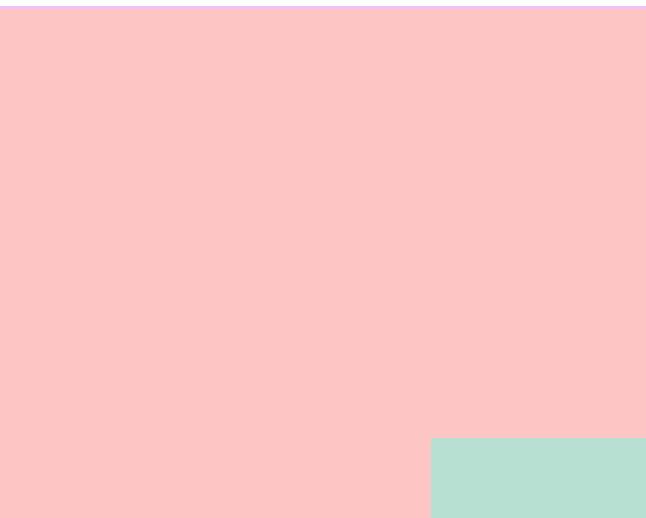
User Interview Goals

1. To Discover what motivates users to use an expert app. I would like to understand what drives expats to use an app for their transition.
2. To understand the specific challenges and hurdles expats face when moving abroad. I want to identify the most common pain points expats experience during their transition.
3. To learn more about expat behaviours and habits during the relocation process. I want to understand how expats typically prepare for their move, what specific services or information they need during their transition.

User Interview Questions

1. What motivated you to choose the country you moved to?
2. What was your biggest fear or concern about moving abroad?
3. What was the most challenging aspect of your move that you did not expect?
4. How did you decide which belongings to bring with you and which to leave behind?
5. What were some of the cultural differences you experienced in your new country?
6. What expert advice did you seek? If any?
7. What were some unexpected expenses that you incurred during your move?
8. What was the most helpful resource you used during your transition?
9. How did you go about finding a job in your new country?
10. Did you experience any homesickness or feelings of isolation during your transition? How did you cope?
11. What advice would you give to someone who is considering moving abroad but is hesitant to take the leap?
12. What was the biggest difference between your expectations of the new country and the reality?
13. What do you wish you had known before you moved abroad?
14. What was the most surprising thing you learned about yourself during your transition?
15. Give me a list of things that were most stressful and least stressful during your relocation process?
16. If you had a an app that you could access experts advice and ask questions, would you use it?

Interview script



" Hey there!

My name is Johanna and I'm really grateful for your time today. I'm conducting some interviews to better understand what motivates people to move to a new country, the challenges you might face during the relocation process, and what kind of expert advice you think would be helpful for a smooth transition.

The interview should take about 25-45 minutes. I just want to make it clear that this is not a test, and there are no right or wrong answers. Your thoughts and input are valuable and appreciated. And if you need to take a break at any point, just let me know. Sound good?

Let's get started! "

Interview Learnings

I interviewed three expats who are residing in different countries and are at different stages of their relocation process.

- All of my interviewees did their research on google.
- Fear of seeking professional advice because of the cost.
- All would use an app that catered for various expert advice, if it was a fair price.
- Facebook groups are commonly used to contact locals and build friendships and guidance by fellow expats.

- Main concern for uprooting is unsettling the children.
- Better lifestyle is the push factor for relocating.

- By seeking advice it would make the move a lot less stressful. Although it is doable to do independently.

- Reassurance from speaking to people about their decision was comforting and encouraging. Talking to people and helped to not feel so isolated by taking a big leap.

To Summarise

I used the Lean Survey Canvas as a guide to help me come up with the questions for my survey. My goal was to learn more about why people choose to emigrate, financial boundaries and what their opinions are around seeking advice. I shared the survey on social media and was thrilled to receive 32 responses!

Once I had gathered all the data, I developed some interview questions. I was really interested in understanding the unique challenges faced by each interviewee, since each of their situations are different. I asked open-ended questions to make it easy for them to share their thoughts and feelings. I was pleasantly surprised by some of the insights I gained!

Overall, the research process was both enjoyable and enlightening. It highlighted the importance of understanding people's needs and situations through user research.

