**Research & User Interviews**

**Topic/Business Challenge: Make Umuzi better for the Umuzi Community by providing guidance in the Umuzi Program**

**Group members:**

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Please provide a brief introduction into your challenge and how you plan to go about solving it:

**A:** During the empathising phase (interview phase) we identified several challenges within the umuzi community. Communication was the challenge that stood out, in realisation communication is broad so we dived deeper into communication and identified that mentorship is the area of focus.

**A:**  We plan on going around the umuzi community and asking recruits and managers if the want to be a mentor or mentees.

The results of our **User Interviews** were as follows:

**Interviewees (names):**

1. Blondie (data sc)
2. Unicorn (web dev)
3. Male 1 (multi)
4. Male 2 ( web dev)
5. Unknown ( strat)

**Interview Question 1: How did you find out about Umuzi?**

**Blondie:** Social Media - Facebook

**Unicorn:** Word of Mouth - Family Friends

**Male 1:** Workshop - Umuzi workshop in Braam

**Male 2:** I found out through people talking about it.

**Unknown:** I found out about it on the streets

**Interview Question 2: Why did you decide to apply at Umuzi?**

**Blondie:** Why not?

**Unicorn:** I was in the corporate space, I decided to further improve my skills, hence I applied at Umuzi.

**Male 1:** I needed work experience.

**Male 2:** I wanted to shape up my future through having a career so it was a milestone

**Unknown:** I was unemployed and needed to keep myself busy and wanted to study.

**Interview Question 3: Which department did you apply for? Why?**

**Blondie:** Data Science - I enjoy solving problems.

**Unicorn:** Web Development - I like solving problems.

**Male 1:** Multimedia - I enjoy telling a story and seeing it grow from a raw material into a finished product.

**Male 2:** Data Science - I like tackling new challenges

**Unknown:** UX Strategy - I am a thinker and I tend to be filled with a lot of ideas at times.

**Interview Question 4: How has your experience been at Umuzi, inside and outside?**

**Blondie:** The experience here is great and I have learnt a lot. Obviously safety is an issue because we are in Jeppestown.

**Unicorn:** Umuzi is a free space, and I’m always at Jeppestown and so I kind of get tired of this place. People are nice here, I enjoy working with them.

**Male 1:** It’s an awesome space to work at, you’re able to collaborate with people from different departments. Safety is an issue, because we are in Jeppestown.

**Male 2:** It has been great. I have learnt a lot and been challenged a lot too. People are friendly here and there is an amazing culture.

**Unknown:** It has been a cool experience honestly but the culture here is not what they say it is. It is totally not what I was expecting but its cool and needs commitment.

**Interview Question 5: What is it that you like about Umuzi? Why?**

**Blondie:** I can work at my own pace and there’s freedom.

**Unicorn:** I enjoy the space and freedom.

**Male 1:** The culture.

**Male 2:** I Like the culture here. It is amazing, not like the other corporate spaces where people are forced to work on other peoples paces. Here you are free to work at your own pace as long as you deliver.

**Unknown:** Everything.

**Interview Question 6: What is it that you dislike about Umuzi? Why?**

**Blondie:** The review is not done based on an individual’s progress, we barely get individual guidance based on our personal growth.

**Unicorn:** Since there’s too much freedom, there’s no structure and there are always prototypes, hence there’s always unexpected changes. There’s no guidance when you start the crash course, so they pretty much leave you to fend for yourself.

**Male 1:** There is no mentorship.

**Male 2:** All is well.

**Unknown:** I barely focus on the negative.

**Interview Question 7: How does that affect you?**

**Blondie:** I worry that I’m not working to my optimum capability.

**Unicorn:** The freedom slows down work progress.

**Male 1:** My work is usually only reviewed once it is done, without any corrections during the process of making the projects.

**Male 2:** It makes me more flexible.

**Unknown:** It helps me get through everyday.

**Interview Question 8: How would you prioritize your dislikes on a scale of 1-5? With 5 being the worst.**

**Blondie:** 4

**Unicorn:** 4

**Male 1:** 3 to 4

**Male 2:** 1

**Unknown:** 1

**Interview Question 9: Would you say you’re an introvert or an extrovert? Why?**

**Blondie:** I think I’m an extrovert, because I enjoy mingling with other people.

**Unicorn:** I’m an introvert, but this (Umuzi) space makes it easy to interact with people.

**Male 1:** I’m an introvert, I enjoy working in my own space.

**Male 2:** Introvert. I enjoy my space, however, I’m also able to work with everyone.

**Unknown:** Extrovert. I’m a Strategist, so I must be able to work with people and empathize.

***End...***