

**Screener - Fall 2015**  
**Target Run Time: 10 Minutes**

**Objectives**

- To ensure that focus group sessions and 1:1 interviews lead to empathy building + insight generation
- To ensure technologists are talking with people who fall within targeted communities
- To ensure participants have backgrounds and capabilities that inform product design

**Key Characteristics**

- Low income
- Must talk in more than 1 word answers
- Friendliness / conversational attitude / intangibles

**Section 1: Introduction**

*“Hello \_\_\_\_\_ my name is \_\_\_\_\_ and I’m calling from Blue Ridge Labs at Robin Hood. We’re a non-profit organization that builds new technology. You recently signed-up to participate in technology testing sessions. We compensate everyone who participates in these sessions \$25/hour to test out new technology or answer questions about their current technology use. They can take place in your home or in our offices - wherever you prefer. We try to make them as convenient as possible.*

*Are you interested in participating?”*

[ ]    No        *Thank you for your time! I’m happy to answer questions otherwise I’ll let you go.*

[ ]    Yes        *Great! I’d like to spend 5-10 minutes asking you a few background questions. The reason we do this is to best match you into testing sessions that make sense for both you and our technologists. For example, earlier this year one of our teams was working on a mobile app for parents. It doesn’t make much sense to have non-parents test out their product. This is why we ask these questions. At any point if you are uncomfortable answering the following questions, let me know. You do not have to answer any questions that you do not feel comfortable answering.*

**Section 2: Eliminating Question**

*How many people live in your household?*

- [ ]    1  
[ ]    2  
[ ]    3

- ☐ 4
- ☐ 5
- ☐ 6+

What is your [or your household's] monthly income?

- ☐ Less than \$1000
- ☐ \$1000 - \$2000
- ☐ \$3000 - \$4000 **DISMISS** if there are 4 or less people in their household
- ☐ Above \$4000 **DISMISS**

*To DISMISS: "I'm sorry, but at this time, it appears that your circumstances are different from the profile we are seeking for our current projects. Thank you for your time today and we appreciate your interest in Blue Ridge Labs. Would you like me to add you to our newsletter?"*

*Must answer the following questions with some evidence of conversational / engaging responses. If not **DISMISS**.*

### **Section 3: Blue Ridge Labs Screener**

*[We use Wufoo to collect this information]*

What is your full name

What is your email address

How did you hear about the Design Insight Group?

Is this the best phone number to reach you going forward?

What is your gender?

How old are you?

What is your ethnicity?

In which neighborhood do you live?

What type of phone do you have?

*Probe: Model, year*

About how many messages would you say you send via your phone in an average week? This includes text messages, facebook messages, WhatsApp etc.

- ☐ Less than 10

- ☐ Between 11-30
- ☐ 31-50 messages
- ☐ More than 50

How important is privacy for you?

How often do you use a desktop or laptop computer?

Probe: Own a desktop/laptop, at school, at work, library

Do you use email as a way to communicate?

Probe: primary, occasional, very infrequently

Were you born in the US?

If No, How long have you lived in the US?

If No, Where were you born?

If No, Do you send money to friends or family in [X country] on a regular basis?

If No OR Applicable, Do you or your family use a VPN or other service to get around blocked internet?

Additional:

What's the highest level of education you've completed?

- ☐ None
- ☐ Elementary school
- ☐ Middle school
- ☐ High school
- ☐ Some associate coursework
- ☐ Associate degree
- ☐ Some bachelors
- ☐ Bachelor's degree
- ☐ Graduate degree

Are you currently taking classes?

Which of these describes your current relationship status?

- ☐ Single
- ☐ Partnered
- ☐ Married
- ☐ Divorced / Separated
- ☐ Widowed
- ☐ Other

Who lives with you in your household?

[If children] What are the ages of your children?

Where do you typically go for childcare?

- ☐ Daycare center
- ☐ Friends or family
- ☐ Self
- ☐ Other

Are you currently employed?

If Yes, where did you find your job?

If Yes, are you paid by check or cash?

If Applicable, how many jobs have you had in the past 5 years?

Do you manage the finances of your household?

Do you have a bank account?

Can you talk to me about your relationship with your landlord?

Probe: familiar, unfamiliar, strained, responsive

Have you ever had to deal with a serious maintenance issue regarding your apartment/building?

If Yes, what, if anything, did you do?

If Yes, did you go to housing court?

Have you ever lost heat in your current home or in a previous home?

If Yes, for how long?

If Yes, what, if anything, did you do?

Have you interacted with any of the following city services in the last year?

- ☐ Public school system
- ☐ Applied for food stamps
- ☐ Used public transportation
- ☐ Applied for housing subsidies
- ☐ Possible addition

What is your preferred method of contact?

- ☐ Call
- ☐ Text
- ☐ Email