INTERVIEWING - MODULE 3

STUDENT NAME	Caroline Pereira Silva
ACTIVITY	W03.RAI
SUBMISSION DATE	6 September 2020

INDEX

BACKGROUND
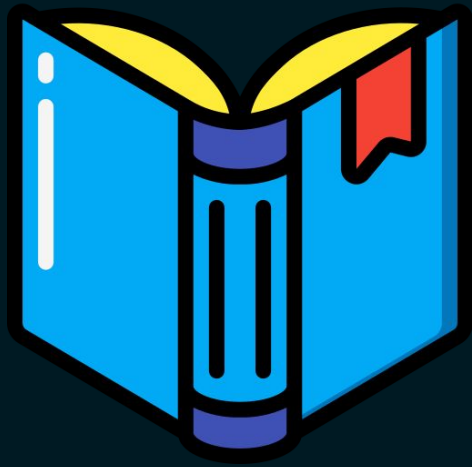
Interviews are the first step of this research plan. The participants will be asked how they experienced a difficult situation in the past and how they would advise others going through the same problems.

The interviews will be successful if they uncover the user's **needs**, **goals**, **motivations**, **frustration**, **pain points** and **impressions**.

GOAL

To what extent do people rely on their social circle to overcome difficult situations

According to HealthStatus, the 5 most common stressful life situations are: death of a loved one, divorce, moving, major illness and job loss. (HealthStatus.com, *Top 5 Stressful Situations*)

The number-one advice given online and offline on how to handle these situations is to "speak with someone and stay connected".

The goal of this research is to discover how people tackle adversities, how much do they rely on the support of others and what other things they consider important in order to overcome hardships.

INTERVIEW TIMELINE

DAY 1

Literary review
Define Goal
Recruit Participants
Schedule Interviews
Write interview questions - 5 whys
Pilot Interview

DAY 2

Review Interview Questions
Interview Participants 1
Post Interview Observations
Interview Participant 2
Post Interview Observations

DAY 3

Interview Participant 3
Post Interview Observations
Interview Participant 4
Post Interview Observations

DAY 4

Review All Interviews
Organize All the Collected Data
(AirTable)
Make Empathy Mapping
Find Insights

DAY 5

Find Conclusions
Reflect Upon Challenges
& Opportunities

DAY 6

Make Presentation
Review Presentation
& Grammar

INTERVIEW STRUCTURE

Four people were interviewed and shared their personal stories. All interviews were one-on-one, **semi-structured**, and lasted between 25 and 40 minutes. Two participants were interviewed in their homes, while the other two were interviewed remotely. They all agreed to being **voice-recorded**.

The interview focused on **four main areas**:

1. What was the problem/ challenge
2. How the participants felt
3. What means/ ways they used to overcome the problem/ reach their goal
4. Did they rely on others for help? Who? How? Why or why not?

After each interview there was a 15-20 minutes of reflection to note down any **observations** about the behaviour of the interviewee, his/her words, tone of voice and facial expressions.

INTERVIEW QUESTIONS

What was the hardest situation you had to overcome in the past?

Did you reach out to anybody? (Why not?) Who? How? Did it help?

Why/ How did you find yourself in that situation?

What else did you find helpful?

What did you struggle with most in that situation?

What did you learn from that experience?

How did you feel?

What could help people going through your same experience?

THE PARTICIPANTS & THEIR STORIES

Four participants took part in this research: Agnes, Marta, Thomas and Christian. Click the link below for the full interviews: https://docs.google.com/document/d/1k6fM6gP8T46Mlg nC2sCvK860Wa2DAJFoqU4StjArMLc/edit?usp=sharing

AGNES   THOMAS   MARTA   CHRISTIAN

AGNES

Agnes shares her struggles as a teenager not understanding the **divorce of her parents** and having to continuously move from house to house, struggling to make friends.

"My parents separated when I was thirteen years old. They didn't explain to me at all what was going on. One day everything was normal, the next (day) everything had suddenly turned upside down. I moved and lost all my friends. I was always very sad and lonely, and didn't have anybody to speak with… My parents had their own problems and would never listen to me…

The hardest thing was always moving around. I had always to change schools. My parents were moving from job to job as well. It was hard."

THOMAS

Thomas had to overcome **a bad breakup** of an important and long relationship. He speaks about the difficulties of separating from a loved one, what he felt and how he finally found the peace of mind.

"It felt as if my entire world had just collapsed on my head. I am very grateful to my friends, who were near me during that period of my life. I Initially didn't want to speak to anybody. However, my friends were always there for me, trying to cheer me up and make me feel better."

"My family was also understanding and close to me."

"It just takes time. It took me a year to get over it. But having people around that cared really helped "

MARTA

Marta **moved to another country** by herself, pursuing a life in a place she loves, while battling the stress of having to find a job, learn a new language, adapt to the culture and fight the feeling of isolation.

"I was excited to move here, although it was really hard, because I was completely alone."

"I used my spare money until I found a job. I thought my English was good enough for an office environment, but it wasn't. I had also to learn Norwegian."

"I often felt lonely. The only people I was meeting were my colleagues at work. It was very stressful because I had to do everything always just by myself."

CHRISTIAN

Christian speaks about the difficulties he experienced while **being unemployed**. He shares his disappointments, frustrations and worries, as well as how he found a way to overcome that challenge.

"In the beginning, I felt anger and frustration, later on it turned to desperation. I also felt proud initially and didn't want to ask for help. I just couldn't understand why I couldn't get a job, and didn't want people to think I was being lazy."

"After a while, I started opening up with my family. They tried to help, but didn't give me any practical advice. I wish I could have spoken to someone that had experienced a long unemployment as I did, so I could maybe get some guidance on what to do better."

ANALYSING DATA: FACTS

Facts: unbiased and useful data that is used as evidence

By listening to the interviews recordings and reviewing each interview and post-interview observations, **twenty four facts** were collected. They were mostly direct quotes of the participants, or observations of the researcher about the behaviour of the interviewee.

ANALYSING DATA: FACTS

An AirTable spreadsheet keeps all the facts organized and manageable, providing information about who the participant was, the date of the interview, what research method was used, what the research study was and who the researcher is.

You can access the **AirTable spreadsheet** by clicking on the following link: https://airtable.com/shrG7hUYpblRNbUYL

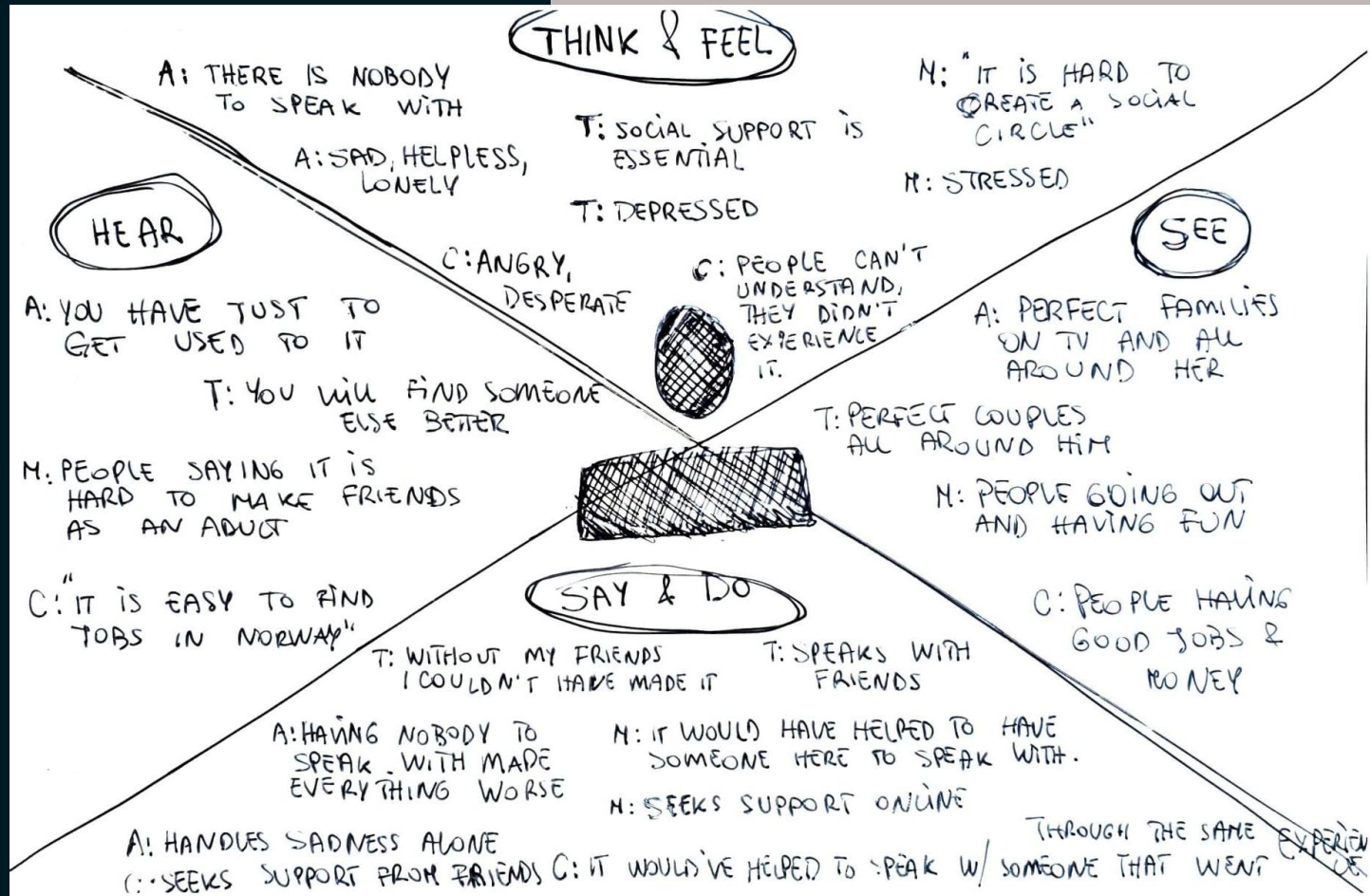|	Facts	Research Method	Participant	Research Study	Researcher	Date Captured
1	"I couldn't undestand what was going on"	Interview	Agnes	RAI Module 3	Caroline Silva	September 1, 2020
2	"I felt helpless, confused and sad"	Interview	Agnes	RAI Module 3	Caroline Silva	September 1, 2020
3	"I did not get any emotional support by my parents, nor by the rest of my family"	Interview	Agnes	RAI Module 3	Caroline Silva	September 1, 2020
4	"I didn't have any friends at the time, and was too sad to go out and get to know people"	Interview	Agnes	RAI Module 3	Caroline Silva	September 1, 2020
5	"I didn't know who to speak with about it"	Interview	Agnes	RAI Module 3	Caroline Silva	September 1, 2020
6	"Having nobody to speak with made everything worse"	Interview	Agnes	RAI Module 3	Caroline Silva	September 1, 2020
7	"Without my friends I couldn't have made it"	Interview	Thomas	RAI Module 3	Caroline Silva	September 1, 2020
8	"My family supported me, both emotionally and practically"	Interview	Thomas	RAI Module 3	Caroline Silva	September 1, 2020
9	"The main way I felt better was by going out with my friends"	Interview	Thomas	RAI Module 3	Caroline Silva	September 1, 2020
10	"When I was alone I was getting very, very depressed"	Interview	Thomas	RAI Module 3	Caroline Silva	September 1, 2020
11	"Speaking on phone or chat with my friends also helped me feel better"	Interview	Thomas	RAI Module 3	Caroline Silva	September 1, 2020
12	"I don't think I could have opened up with a stranger about my situation"	Interview	Thomas	RAI Module 3	Caroline Silva	September 1, 2020
13	"I didn't have any support when moving here, I did it all by myself"	Interview	Marta	RAI Module 3	Caroline Silva	September 2, 2020
14	"It was a difficult situation for me because I had a lot of stress and pressure"	Interview	Marta	RAI Module 3	Caroline Silva	September 2, 2020

25 records

EMPATHY MAPPING

Empathy mapping is a very useful **analysis technique** that has the objective of helping the whole team empathize with the user. It is done by observing and collecting what the user says, does, thinks and feels, in addition to his goals and problems.

The empathy mapping was done in **two phases**, initially on paper as a sketch to collect the first ideas and observations based on the facts, then digitally so that it is more clear and organized.

The goal of the empathy map was to uncover some insights based on the collected facts, by empathizing with the participants. Thus, trying to find out more about them than just what it was said.

THINK & FEEL

A: THERE IS NOBODY TO SPEAK WITH

A: SAD, HELPLESS, LONELY

T: SOCIAL SUPPORT IS ESSENTIAL

T: DEPRESSED

N: "IT IS HARD TO CREATE A SOCIAL CIRCLE"

N: STRESSED

HEAR

C: ANGRY, DESPERATE

C: PEOPLE CAN'T UNDERSTAND, THEY DIDN'T EXPERIENCE IT.

SEE

A: YOU HAVE JUST TO GET USED TO IT

T: YOU WILL FIND SOMEONE ELSE BETTER

N: PEOPLE SAYING IT IS HARD TO MAKE FRIENDS AS AN ADULT

C: "IT IS EASY TO FIND JOBS IN NORWAY"

A: PERFECT FAMILIES ON TV AND ALL AROUND HER

T: PERFECT COUPLES ALL AROUND HIM

N: PEOPLE GOING OUT AND HAVING FUN

C: PEOPLE HAVING GOOD JOBS & MONEY

SAY & DO

T: WITHOUT MY FRIENDS I COULDN'T HAVE MADE IT

T: SPEAKS WITH FRIENDS

A: HAVING NOBODY TO SPEAK WITH MADE EVERYTHING WORSE

N: IT WOULD HAVE HELPED TO HAVE SOMEONE HERE TO SPEAK WITH.

N: SEEKS SUPPORT ONLINE

A: HANDLES SADNESS ALONE

C: SEEKS SUPPORT FROM FRIENDS

C: IT WOULD'VE HELPED TO SPEAK W/ SOMEONE THAT WENT THROUGH THE SAME EXPERIENCE

GOALS

- Understand the divorce as a teen
- Getting over a breakup
- Learning about local culture
- Finding a job

DOES

- Just handles sadness alone
- Speaks with friends
- Seeks support online
- Seeks support from people in his life

SAYS

- "Having nobody to speak with made everything worse"
- "Without my friends I couldn't have made it"
- "It would have helped to have someone here to speak with"
- "It would have helped to speak with someone that went through the same experience"

PROBLEMS

- Don't have nobody to speak with
- Need emotional support
- Cannot find the right info
- Cannot find a job/ help

FEELS

- Lonely, sad
- Depressed
- Stressed
- Angry, desperate

THINKS

- There is nobody to speak with
- Social support is essential
- It is hard to create a social circle
- People can't understand, 'cause they didn't experience it

ANALYSING DATA: INSIGHTS

The **empathy map** together with the technique of the **5 Whys** helped in getting some insights about who the users really are and what their actual problem really is.

Even though every participant experienced different hard situations, they all agreed with **the importance of having social support**, and most of them struggled in finding the right people to speak with.

Through the analysis of the facts it was discovered that not having a social circle may be the reason in itself for why someone is in a difficult situation, as in the case of Agnes and Marta, who both struggled with loneliness and isolation.

ANALYSING DATA: INSIGHTS

It was also discovered that people who experience a difficult emotional situation tend to rely more on friends and family, while instead people who experience a difficult practical situation prefer speaking to others that are going through their same struggles.

Agnes and Thomas had to deal with mostly emotional hardships. Agnes wanted to get support from her family and have friends, while Thomas completely relied on the people around him to go through his difficulties.

Marta and Christian both say that they would have liked to have had someone to speak with who knew what it felt like to be in their situation. They mostly wanted advice and guidance on what to do, rather than just company.

ANALYSING DATA: INSIGHTS

To collect and organize the insights it was created another spreadsheet in AirTable. Each insight is supported and linked to at least two facts from two different interviews.

AirTable spreadsheet https://airtable.com/shrG7hUYpblRNbUYL

	Insights	Research Method	Facts	Research Study	Researcher	Date Captured
1	Speaking with people may not help, if they are not the right people	Empathy Mapping	12, 18, 23	RAI Module 3	Caroline Silva	September 3, 2020
2	Not having a social circle is sometimes the reason why someone is in a difficult situation	Empathy Mapping	6, 10, 13, 24	RAI Module 3	Caroline Silva	September 3, 2020
3	Today's tools are inefficient at creating deep and long lasting relationships	Empathy Mapping	12, 15, 24	RAI Module 3	Caroline Silva	September 3, 2020
4	Creating a social circle seems hard	Empathy Mapping	4, 15, 24	RAI Module 3	Caroline Silva	September 3, 2020
5	People who are experiencing an emotional difficult situation want support from friends and family	Empathy Mapping	3, 7, 8, 12	RAI Module 3	Caroline Silva	September 3, 2020
6	People who are experiencing a practical difficult situation want to speak with people who experience the same, rather than friends and family	Empathy Mapping	18, 23	RAI Module 3	Caroline Silva	September 3, 2020
7	People who are suffering emotionally want company	Empathy Mapping	6, 10	RAI Module 3	Caroline Silva	September 3, 2020
8	People who are suffering practically want information and understanding	Empathy Mapping	17, 24	RAI Module 3	Caroline Silva	September 3, 2020
+						

CONCLUSIONS

GOAL
To what extent do people rely on their social circle to overcome difficult situations

GROUP A
People suffering emotionally

GROUP B
People suffering practically

WHAT
Group A want the company of family and friends. Group B want the understanding of those who have experienced the same.

WHY
Group A find it difficult to trust and open up with strangers. Group B can speak with strangers, if they experience/d the same situation.

HOW
Group A find it helpful to speak and spend time with family and friends. Group B mostly wants advice, information and guidance for how to handle their situation.

CONCLUSIONS

This research has been successful because it helped uncover **two main concepts** for when it comes to how people deal with difficult situations.

The first concept is that people experiencing a deeply emotional problem, as for example a breakup, want and need mostly company and empathy. Instead, people who are experiencing more practical problems, as for example unemployment, mostly seek information and understanding from others.

The second concept is that people who are suffering emotionally struggle opening up to strangers, and therefore benefit more by being supported by their family and friends.

Those who are going through practical difficulties instead, may benefit more by speaking to people, even strangers, who have gone or are currently experiencing that same situation.
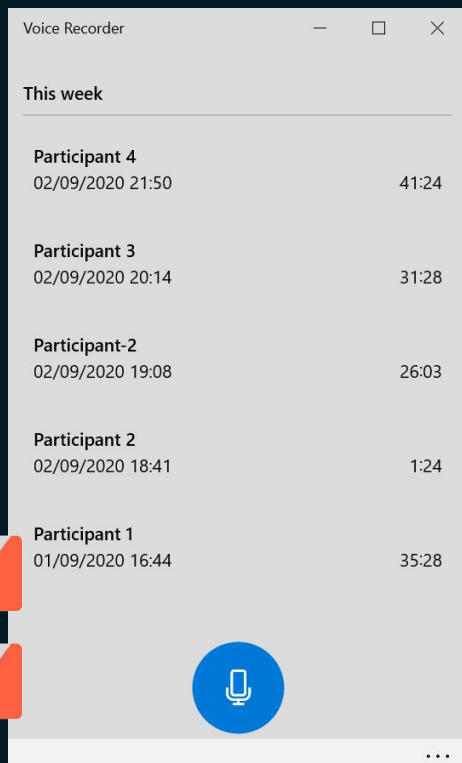
CONCLUSIONS

Therefore, when **developing a solution** to help people overcome difficult situations, it is important to elaborate different approaches or platforms based on if the situation is mostly emotional or practical. The platform should be easy enough so that it doesn't overwhelm someone who's already dealing with other problems, but also safe and helpful in providing information or empathy/support.

More research is needed to discover to what extent these two findings can be applied to a general population, and possibly, in what other ways/ means do other people tackle those same situations.

CONSTRAINTS

Voice Recorder   —   □   ✕

This week

Participant 4
02/09/2020 21:50   41:24

Participant 3
02/09/2020 20:14   31:28

Participant-2
02/09/2020 19:08   26:03

Participant 2
02/09/2020 18:41   1:24

Participant 1
01/09/2020 16:44   35:28

The four participants in this research agreed to being voice-recorded, but didn't want the recordings to be shared with thirds. That is why there is **no audio file attached** to this document.

You can access the transcription of the four interviews by clicking on this link:

https://docs.google.com/document/d/1k6fM6gP8T46Mlg nC2sCvK860Wa2DAJFoqU4StjArMLc/edit?usp=sharing

REFERENCES - 1

UX Research: Practical Techniques for Designing Better Products, Brad Nunnally, David Farkas, Chapter 2, 4, 9, 11

How to Use the Customer Empathy Map
https://www.youtube.com/watch?v=NwMfs1tOPaU

5 Steps to Create Good User Interview Questions
https://medium.com/interactive-mind/5-steps-to-create-good-user-interview-questions-by-metacole-a-comprehensive-guide-8a591b0e2162

Asking the right questions during user research, interviews and testing
https://uxdesign.cc/asking-the-right-questions-on-user-research-interviews-and-testing-427261742a67

REFERENCES - 2

Coping with depression - HelpGuide
https://www.helpguide.org/articles/depression/coping-with-depression.htm

Coping with disaster - Mental Health America
https://www.mhanational.org/coping-disaster

Aging well - HelpGuide
https://www.helpguide.org/articles/alzheimers-dementia-aging/staying-healthy-as-you-age.htm

7 Ways to Cope with Postpartum Depression - healthline
https://www.healthline.com/health/depression/how-to-deal-with-postpartum-depression#stay-connected