

Research Plan

Summary of Secondary Research

Although the cost of living in Portugal is not as expensive as in other European Countries, it still is essential that people planning to move here are aware of the expenses they will face, namely when figuring out a budget as well as when considering how this will affect their savings, not mentioning all the costs involved in the move itself. During our research, we found out these were the main concerns of people wanting to immigrate to Portugal:

- Cost of living;
- Tax residence;
- Portuguese taxation;
- Savings and investments.



First Week

During the first lab, on the 24th of November, our group got together for the first time and started to discuss possible target user groups (the document 'Notes from the first laboratorial class' has our considered target groups listed as well as the reasons as to why our choice ended up what it is). Catarina, David D., Diana and Guillermo were physically present on the lab and David L. was present online, on Discord. We also created a shared Google Drive where we would keep all our documentation.

At the end of the lab, we, as a group, had decided that our best option was to address immigrant (target group) people's problems on the following themes: Budget management, Savings planner and Moving country. The result of our discussion was condensed into a Mind Map, also present in the delivered Google Drive.



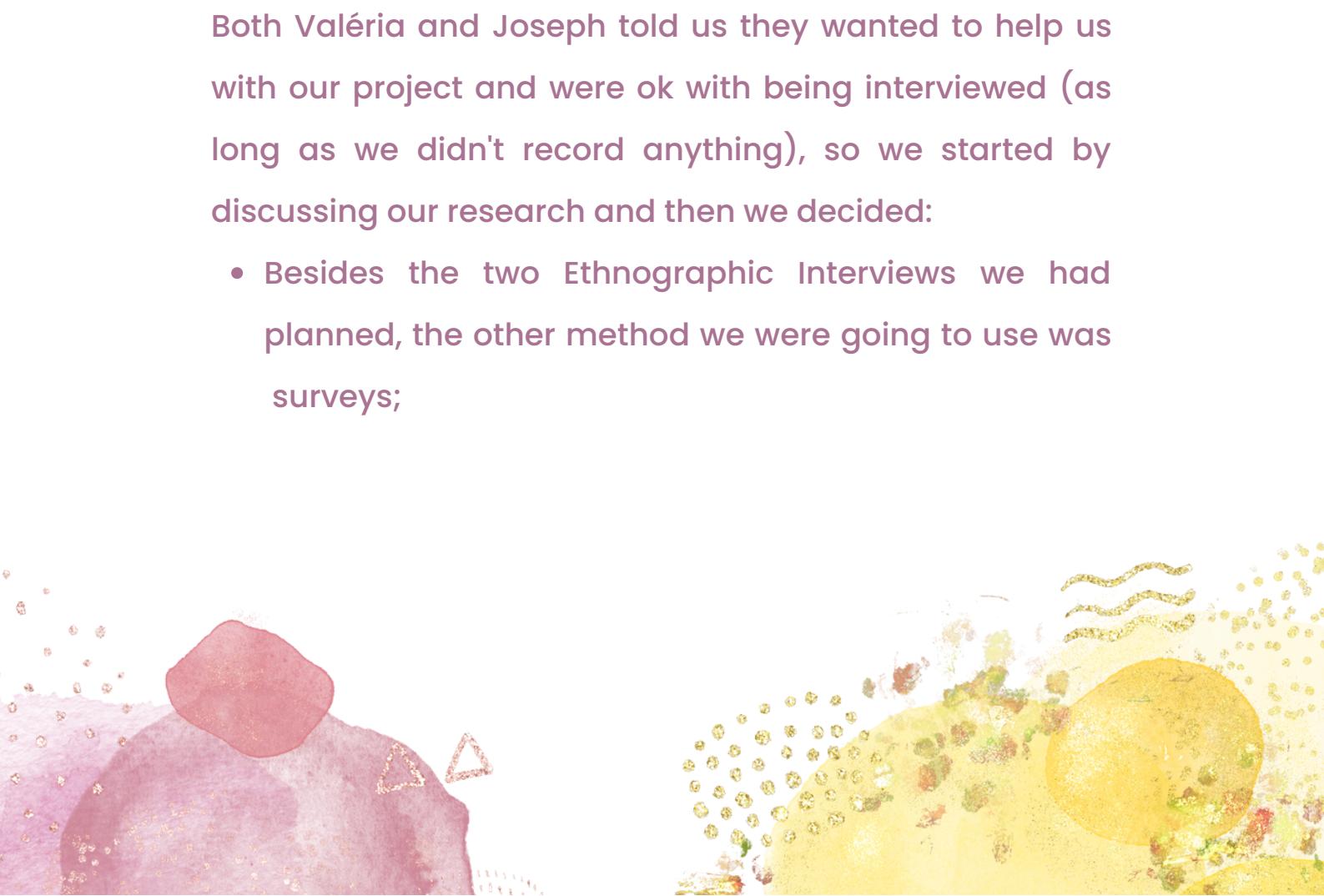


We wrapped up the lab, having agreed to research our chosen target group, contact two immigrant people living in Portugal who are acquaintances of Diana (Valéria and Joseph), explain our project, and ask them about their availability and interest in being interviewed. We also agreed to meet during the weekend.

Weekend of the first week



Both Valéria and Joseph told us they wanted to help us with our project and were ok with being interviewed (as long as we didn't record anything), so we started by discussing our research and then we decided:

- Besides the two Ethnographic Interviews we had planned, the other method we were going to use was surveys;
- 

- David D. was responsible for elaborating the survey questions;
 - Diana and David L. were both going to prepare and conduct one of the interviews;
 - Guillermo and Catarina were also going to prepare and conduct the other interview.
- How we were going to prepare the necessary materials (we discussed possible interview questions and discussion topics as well as some background information on Valéria and Joseph);
 - We scheduled the interviews and sent the zoom links to the participants.

Second Week

On Wednesday, November 30th, at 15:00, the interview with Joseph took place (Guillermo was conducting the interview, and Catarina was taking notes). At 16:30, the other interview with Valéria started (Diana was conducting the interview and David L. was taking notes).

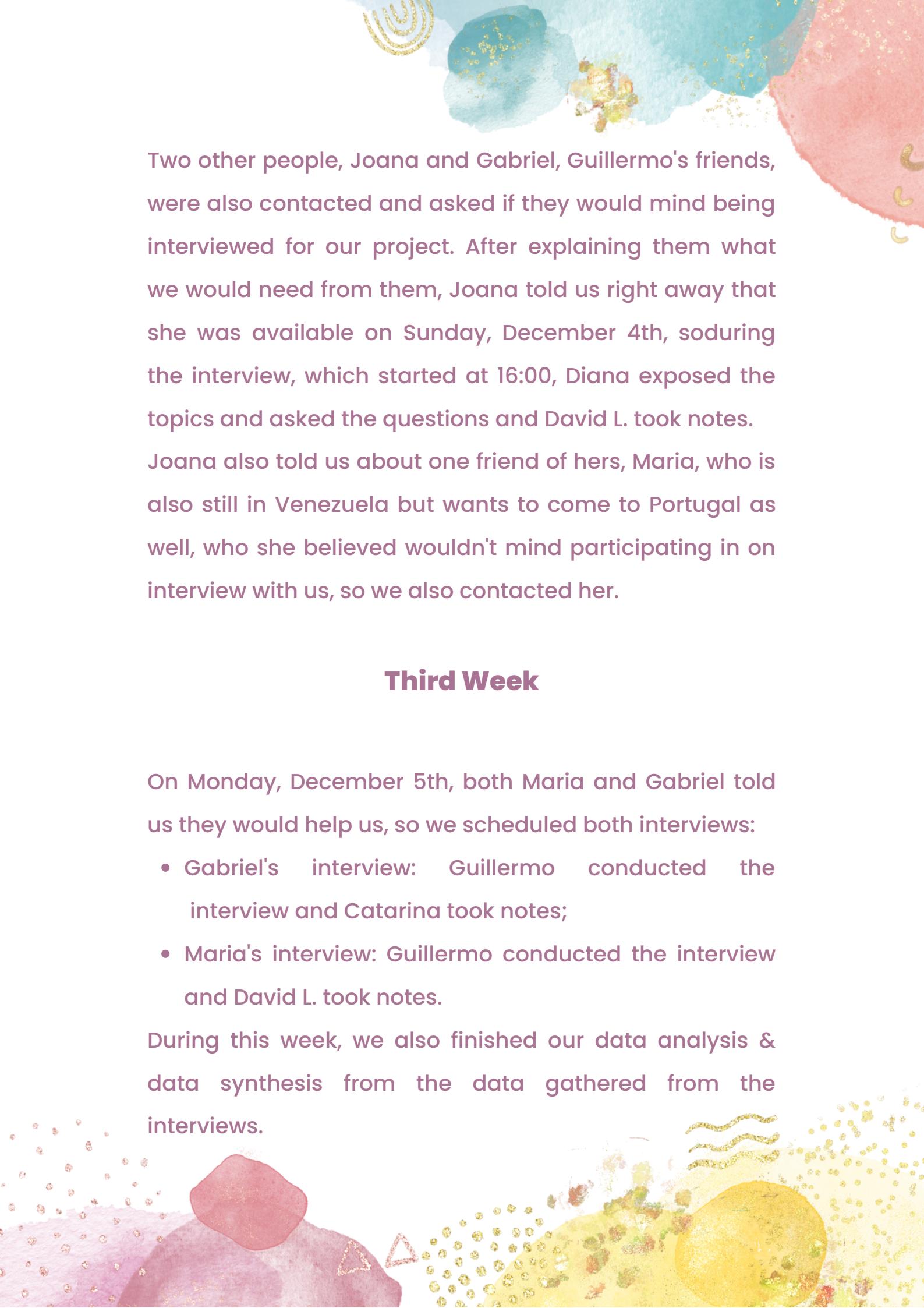


Although we did not have laboratorial classes this week, since it was holiday on the 1st of December, we asked our teacher to be present during his office hours, during which we discussed the fact that our target group was too broad, which led to our interview answers not being as concrete as we would have liked. After this, our group got together again, and we decided to narrow our target group to immigrants who are planning to move to Portugal and immigrants who have been in Portugal for at most three years. Based on the teachers feedback, we refined our Hunt Statement to reflect this more detailed approach. Both Valéria and Joseph still fitted this criteria, which allowed us to still gather useful information from their interviews.

Weekend of the Second Week



On Saturday, December 3rd, we started the analysis of our interviews' data, by elaborating Personas and their corresponding Scenarios.



Two other people, Joana and Gabriel, Guillermo's friends, were also contacted and asked if they would mind being interviewed for our project. After explaining them what we would need from them, Joana told us right away that she was available on Sunday, December 4th, so during the interview, which started at 16:00, Diana exposed the topics and asked the questions and David L. took notes.

Joana also told us about one friend of hers, Maria, who is also still in Venezuela but wants to come to Portugal as well, who she believed wouldn't mind participating in an interview with us, so we also contacted her.

Third Week

On Monday, December 5th, both Maria and Gabriel told us they would help us, so we scheduled both interviews:

- Gabriel's interview: Guillermo conducted the interview and Catarina took notes;
- Maria's interview: Guillermo conducted the interview and David L. took notes.

During this week, we also finished our data analysis & data synthesis from the data gathered from the interviews.

Weekend of the third week

Having already finished our qualitative analysis (including the models representing the synthesized knowledge we now have - personas, scenarios, and empathy map), we started ideating our design based on the expectations we discovered during the research process.

From this ideation process, we came up with six ideas to address in the following stages. These ideas are documented in the [Ideation document](#).

Of these six ideas, we chose the most promising two to create a storyboard for each detailing our personas engaging with the solutions.

On Saturday, December 10th, we started putting together the slides for our video and editing it and on Sunday we checked if everything was correct and ready to deliver for our first assessment.