

Generative research interviewing

Team: Crows GPS

Date: 4.15.19
Interviewer: Ashley Hay
Interviewee: Current UWB Student
Interview: Duration: 20 min
Location: UWB Library

Interview Questions:

1. How do you commute to school?

- Car, primary
- Occasionally, by bus and park of campus and walk

2. On average, how long does it take you to find parking?

- If I have an early class, there is no issues
- A 1pm or 3:30 class it can takes some time(approx.15 min – 20 min)

3. What is your experience finding parking at UW Bothell?

- I enter at the main entrance (Beardslee Blvd). When on campus at the first light I go straight instead of turning left at the light. I continue up the hill.
- I occasionally look in the parking section at the top of the hill close to UW2. When I do decide to park there, I just circle that parking lot slowly. Or stop and wait.
- I first drive through the rows of parking on the hillside.
- The parking garage I look at last
- I occasionally must park over across the street from the main campus and then walk. This would be the last resort. Unless my class was held at that building
- The first parking spot I come across I take. There is no luxury of finding the closest parking spot to my class.

4. What emotions are triggered while finding parking?

- Stress
- Irritation
- Anxiety
- Frustration
- Rage
- Urgency
- A point of giving up
- Relief when finally finding a parking spot
- Calm, if no parking issues

5. What is the ideal parking experience for you?

- One that does not involve any of those negative emotions
- One where parking is not a concern. It is easy to find parking
- No traffic or congestion
- Free parking
- A parking spot that is not too far away from my classroom

6. What is your class schedule this quarter?

- 1 Morning class T/TH
- 1 Evening class T/TH
- Independent study class
- Total: 12 cr.

7. Are there days that seem to be harder to find parking?

- I think that when there are large events being held on campus there is difficulty finding parking
- The first week of the quarter
- The weather could be a cause
- Construction/ when there a blocked off spots

Interviewee added: Fridays, weekends, and summer qtr. seems to be the easiest to find parking

8. Have you used the valet service? If yes what was your experience? If no why?

- No, I haven't. I don't know why I haven't. I think that I'm used to parking my own car. I'm not exactly sure of the service and what are the rules

9. Do you typically park in the garages or outdoor parking area?

- I typical park in the outdoor areas. I look in the garages last

10. Do you carpool?

- No

11. Currently how long do you estimate your travel time from home to get to class on time?

- I live relatively close to UWB about 10-15min w/out traffic. I usually leave 30-35min before my class and this does not guarantee that I will make it to class on time.
- There are many factors that could prevent me to getting to class on time such as traffic on the way to class and on campus congestion. Finding a parking spot. Depending how far the parking spot is from my class it could take me at least 5-7 minutes just to walk to class

12. Typically, do you have to park far from you class?

- No, not usually far but it does depend where my class is located that quarter.
- I do consider the worst case that I may have to park very far from my class building occasionally

13. Do you have any strategies to finding a parking spot?

- There is not really a strategy I use; I feel lucky sometimes when I find a parking spot so quickly> Or right place at the right time situation
- There are certain areas that I look at first, where I think that I have the best chance to find a parking spot, I look there first and then if I don't find a parking spot there, I look at my second option. If there is no parking, there I start thinking plan B. However, by plan b I'm already late for class

14. What do you do if you can't find parking?

- Just keep driving around
- Give up
- Consider parking off campus and walk
- Strongly consider parking in spots that could result in a ticket such as: carpool time limit parking spots

15. Is there a time when parking withheld you from an opportunity happening on campus?

- Yes: Some examples given:

- They wanted to go to the career fair could to find a parking spot, so they didn't go. They mention on this particular day they were driving around for 30 minutes and could not find a parking spot, so they gave up
- They had an advising appt. could not find parking and did not make it the appt. They were not able to find a parking spot and they decided to give up when they were 15 minutes past there 30min appt. time

High-level Observation

1. The interviewee seemed to be excited to answer these questions and offer her opinion and feedback on the topic
2. The interviewee seems to answer the questions freely
3. The interviewee seemed to be confident in her answers and truthful
4. The interviewee was very talkative gave very lengthy answers to some of the questions

Insights

1. There is a sense of routine/planning when parking, a strategy that is formed
2. There are negative emotions that develop when finding parking or possibly before, the anticipation of a negative experience can be a trigger of the negative emotions
3. Depending on uncontrollable circumstances such as on campus events, blocked off spots, beginning of the quarter, time of class are times when finding parking is difficult
4. Finding close parking to classroom is not always possible or probable, it is viewed as lucky when you get a close parking spot
5. There are missed opportunities because of difficulty finding parking