

INTERVEIW PLAN

University of Washington HCDE 313 | 10.27.19

Design Question:

How can we help Husky football fans protect themselves from the rain while at Husky Stadium?

Interview Focus

The focus of my research is to better understand fans and their experience while attending a Husky football game on a rainy day. By diving deep into the thoughts and feeling of Husky fans, it could result in helping improve the rainy game day experience for fans. My research began with field observations of the surrounding areas of the Husky Stadium on a game day that was rainy. Through these observations, I obtained a general understanding regarding the behavior, actions and reactions of Husky fans. I found that many fans seem to where clothing displaying their Husky spirit rather than appropriate clothing for the weather. Also, there was a lack of resources that were offered to fans during pre-game and post-game. These observation sessions provided me with insight regarding the fan's behavior at a glance. The goal of the interviews is to explore further what the overall experience is like on a rainy game day at Husky Stadium.

High level Questions:

- What is the overall experience for fans at a Husky football game on a rainy day?
- Does the weather discourage fans from having a positive experience while at the game?
- How do people prepare for Husky games that are rainy?

Participants

I select participants to interview based on the requirement that they are a ticket holder to the Husky football game. To narrow the scope, I plan to talk to student Dawg Pack season ticket holder.

Table 1. Participants Inclusion and Exclusion

Inclusion	Non -student Husky game ticket holder, UW Students Husky game ticket holder, UW alumni, experienced game attendee, first- time game attendee
Exclusions	Staff, Volunteers, football players , UW Cheerleaders, UW Band

I will recruit my participants via Facebook Messenger from the Dawg Pack Facebook page. This could include UW alumni, or current UW students. I will conduct interviews either on UW campus or at a coffee shop, depending on what is preferred by the participant.

Overall Approach

The approach that I will take to interview my participants is a semi structured interview. This approach will help get the interviewees' perspective and opinions to the questions regarding their experience at a Husky football game on a rainy day. Also, semi structured interviews allow the interviewer to ask follow-up questions to get further in-depth knowledge to their answers. It is important to get detailed responses to understand the motivations behind people's actions in order to gain clarity of their needs and wants.

Interview Outline

I will start the interview with general questions that will help me determine the type of perspective the interviewee will have such as, is the interviewee a first-time game attendee or an experienced attendee, where does the interviewee have experience sitting inside the stadium. This will depict the questions that will be more relevant to that interviewee. Initially the questions will be broad, conversation starters and set the tone of the interview. This will give insight to the extent of their experience attending a Husky football game.

Then, I will ease into a lineup of more specific questions by asking them to describe their most recent rainy Husky game experience. These questions will dig deeper, so that the participants' will explain their actions and feeling when attending a rainy football game.

In the final portion of the interview will have questions that asks them for recommendations on ways to improve their experience.

Throughout the interview process it is important to be aware of any biases that may arise as I conduct interviews. Possible biases may arise from people giving inaccurate answers to some of the questions. It is important as the interviewer that I be objective and do not stereotype the interviewee and this may alter my results.

Interview Questions

1. What is your experience like at a Husky football game on a rainy day?

- a. Approximately how many Husky football games have you been to this season?
- b. Where did you sit in the stadium?

Rationale: These questions will give an idea if the participant is a first time or experienced attendee, where they have sat and weather their overall experience at a Husky game on a rainy day has been a positive or unpleasant one.

2. Typically, do you take part in pre-game activities?

If yes;

- a. Do you take part in pre-game activities when it's raining?
- b. What is your experience with pregame activities on rainy days?
- c. Does the rain discourage you from partaking in pre-game activities?

Rationale: I want more insight as to the view on attending pre-game activities or tailgating activities on a rain day. To determine if the weather discourages participation in such activities. This is important because pre-game activities should be a positive experience for fans no matter the weather conditions.

3. How do you commute to Husky Stadium on game day?

- a. Tell me about your commuting experience to the Husky Stadium?
- b. How did you know how to commute to the game?
- c. Do you commute to the game differently when it raining vs when it's not?
- d. Do you commute differently going home?

Rationale: I want a better understanding of how people commute to and from Husky Stadium. If the weather influence, there method of transportation and how the overall experience was traveling to Husky Stadium. These insights could potential help first-time attendees decide the best way of transportation to the game.

4. How do you prepare for a game that is rainy and cold?

- a. What items do you bring?
- b. What do you wear?
- c. Are there items that you purchase at the stadium?
- d. Why do you think people wear clothes that show Husky spirit rather than weather appropriate clothes?
- e. How do you know what items are allowed inside Husky Stadium?

Rationale: These questions are intended to provide insight into the logic behind people's choices and decisions. From these questions I hope to develop an understanding for how people decide what to bring and what to wear to game that will be wet and cold.

5. How do you stay warm and dry during the game?

- a. Do you purchase items during the game to help keep you warm?
- b. Do you stay the entire game at your seats?
- c. Is there a way you can watch the game away from your seat?

Rationale: This will help me understand how people attempt to stay warm during the game. Is there any resources inside the stadium that can be purchased to help with fans stay dry and warm. This is important to gain awareness of if there are resources for people or not.

6. Has the rainy weather kept you from enjoying the game?

- a. Have you left early from the game due to the rainy and cold weather?
- b. Has the rainy weather been a safety concern to you?

Rationale: These questions address people feelings about their enjoyment level of the game on a rainy day. This may require the participant to take a distinct attitude.

7. Do you have any recommendations of ways to improve the experience at Husky Stadium on a rainy game day?

Rationale: This question will give feed back on how the interviewee would like to see Husky Stadium help accommodate fans on rainy game days. This will provide inside to the desire, needs and wants of fans on game day.

Method

Data collections

I will be collecting data by audio recording to later be transcribed into doc. I may take short notes on a paper during the interview of phases or word that stood out to me to refer back to or look in to after the interview.

Table1.1 Work Back schedule

Order	Task Description	Status
1	Conduct 1 st interview	Done
2	Conduct 2 nd interview	Scheduled
3	Conduct 3 rd interview	Awaiting response
4	Transcribe interview	Complete by 10.29
5	Finish Interview Report	Complete by 11.2