

Interview Questions for Eveline

Introduction to make things comfortable

- Is she comfortable with this interview being voice recorded?
- How was your day so far?
- Introduce myself, Blik, and the purpose of this interview

Know her background

- Can you tell me about yourself and what you do?
- How long have you been doing this for?
- What goals do you aim to achieve in your work?
- What challenges or frustrations have you experienced in your line of work?

Know more on her experience as an event planner

- How often do you plan events like study days, workshops and celebrations? What is your approach on these?
- When you plan these events, what are your top priorities or goals?

Confirm she knows what “Playback Theatre” is

- Do you know what Playback Theatre is? No → Give a brief description of Playback Theatre

Playback Theatre is an interactive form of **improv theatre** where audience members share **personal stories**, which actors then re-enact on the spot. The performances blend elements of drama, music, and movement, aiming to reflect **the emotions, themes, and experiences of the storyteller**. It encourages engagement and empathy as it invites everyone to contribute and witness the diverse human **experience on a deep emotional level**.

These performances can **also** be held for a **private show** to address specific themes that are relevant to the group such as to engage employees with addressing **workplace themes** or **enhance team-building**, planning **conferences** or **workshops** that would benefit from a **dynamic experience**, even hosting **celebrations** such as **weddings** or **birthdays** to **honor personal stories**.

- Do you think Playback Theatre fits in the kind of event you would want to plan in the future?
- What do you think a Playback Theatre performance would benefit for the audience you have the event planned for?
- What would motivate you and discourage you from booking a Playback Theatre performance for your event?

Show [Blik website](#)

- What are your first impressions of this website?
- Does the website make it clear that it's a theatre group?
- Let her navigate through it. Is the navigation good for you? Was it hard or confusing to find things?
- What do you like about the design, content and message of this website? What would you think would improve it?

Know her preferred social media platforms and usage

- In your free time, when you are not working, what social media platforms do you use the most when wanting to engage in entertainment?
- What time of day are you most active on these social media apps, especially when for discovering events or for entertainment?
- Are there any artists or groups you follow that you really like? How often do you engage with their content on social media?
- What content would you like to see more of from other artists and groups you may follow?

Artistic choices

These questions are centered around the values of **Reflection & Growth** (encouraging personal and collective growth on life's experiences), **Playfulness** (creating space for joy and lightness which opens the door for deeper emotional exploration) and **Connection** (building bridges between people and stories, fostering connections and understanding)

- What is the type of color tone you associate with these values of Reflection & Growth, Playfulness and Connection?
- What is the kind of style of font you would associate with these values?

Interview Analysis

Interviewer: Yoshua

Interviewee: Eveline Roijmans

Firstly, I did not tell the background this interview has as I wanted her to be very open for her answers and it worked perfectly. A lot of the answers I got was very open where she gives all her thoughts in her answers without being close minded if she knew what the full context is with the interview she would instead give answers on what she *expects* I want.

Interviewee background

Eveline has a mix of different roles as a semester 2 coach for students in Fontys ICT Infrastructure, regional adviser and people manager. She is also an event organizer, mostly for study days, but that is a miniscule role. She has been a people manager for 2 years, semester coach and educational adviser for 12 years.

Goals

The goals she aims to achieve in her line of work is to help people. Help others, like employees and teacher, have them be aware what their learning goals at the moment are, aiding a direction on how to achieve these goals, what their ambitions are and talents but also when someone does not feel comfortable in their work environment all in very developed ways with a growth mindset.

Challenges and frustrations

As a people manager, not having self-management that is up to par. The rush of the day and having everything be possible can be chaotic. Setting boundaries/saying “no” to moments in her schedule.

➔ Having good self-care

Approach as an event organizer

There are certain criteria that are given at the beginning of the organizing process with other manager, e.g. the idea to gather employees and teachers together for these workshops/events. It escalates to brainstorming an idea that brings team building and entertainment. Playback Theatre does fit in the type of event she would want to organize because it is helpful to bring playfulness, fun, creativeness and bringing emotions in a natural way. She is someone who is interested in Playback Theatre, especially for a next event though it could be tough to get those into theatre because its “different” even though its optional.

Questions regarding social media

Eveline does really delve into social media, especially when it comes to looking for ideas to plan an event with. So, questions regarding social media were not mentioned at all.

BLIK website

When it comes to the first impressions of the website, Eveline liked the look of the website when it comes to the color and imagery. The navigation was also not a problem with her when it came to the website. The problem came with the website, especially the homepage where most users will get their first impressions from, that the site does not really tell you that it is a theatre group. The cans indicate for Eveline that it was a site for food. Also, some pages feel odd, as in they don't make sense to be there and is just better to leave out. The colors are nice to her and gives her a warm feeling.

Colors and font

I showed Eveline the core values of Blik, which are the core values shown on the presentation from week 1 of the project being: Reflection and Growth, Connection, Vulnerability, Playfulness and Perspectives. After letting her read and understand the core values I showed her 5 images where she can give her insight on which of them fit better with the core values of Blik. Warm tone was chosen as she thought it fit better with theatre in general as well. For the fonts I showed her 3 different font choices, which were picked by the group, and have her choose which one fits better with the core values of Blik. Option 2, Recursive, was chosen as she found it more artistic than the other 2 options.