PILOT PROJECT IN BUSTURIALDEA

DANSK DESIGN CENTRE
BIZKAIKO BEHATOKIA
AGIRRE CENTER

Interview guide:

Objectives
Target group and scheduling
Conducting the interview
Structure
Questionnaire
After the interview
PART 1: OBJECTIVES

BIZKAIA’S MAIN GOALS

- Building the Bizkaia of the future through the eyes of its young people.

- Seeking new “silver economy” business opportunities in the area, integrating young people in the job market.

SPECIFIC GOALS OF THE PILOT WITH DDC

- In order to achieve the goals previously mentioned, we will carry out a joint pilot on youth, to be tested in other counties in Bizkaia.

- Following the workshop conclusions, the main goal now is to define new career and business opportunities for young people in the silver economy. This way we will put together Bizkaia’s population aging problem and the necessities of its youngest citizens, always from the youth’s perspective.

- The main goal of the qualitative data gathering is to identify CHALLENGES and OPPORTUNITIES in the silver economy for the young people in the Urdaibai area.

What do we want to find out?

How we can engage young people in designing new initiatives in the silver economy area.

What are the areas we are working on?

Two main problems: youth unemployment and population aging.

Key question

How can we engage young people in silver economy activities?
PART 2: TARTET GROUP AND SCHEDULING

TARGET 1: people aged 23-35

- HIGHER EDUCATION, UNEMPLOYED OR PRECARIOUS JOBS, NO HOUSING, NO CHILDREN. LOTS OF THEM EVEN WITHOUT A FIRST JOB RELATED TO THEIR EDUCATION.
- NO HIGHER EDUCATION, UNEMPLOYED OR PRECARIOUS JOBS, NO HOUSING, NO CHILDREN
- HIGHER EDUCATION, EMPLOYED ON PRECARIOUS JOBS WITH NO RELATIONSHIP WHATSOEVER WITH THEIR EDUCATION.

TARGET 2: people aged 65 - 75

- RETIRED PEOPLE. WITH OR/AND WITHOUT HEALTH ISSUES, ACTIVE/NOT ACTIVE IN THE COMMUNITY, WIDOWED AND PEOPLE LIVING ALONE.

TARGET 3: companies and associations

- RELATED TO SERVICE DELIVERY AND DATA MANAGEMENT.
- RELATED TO ELDERLY PEOPLE AND DESIGN.

LOCATIONS

Think of it as a friendly conversation, more than a real interview. Make the environment as comfortable as possible for the informant. This means that the interview should take place in their home, their everyday cafeteria or their workplace. The more comfortable he/she feels, the more (and better) information you’ll get.

SCHEDULING

Make sure you follow an organized agenda of days, hours and places. Prepare it beforehand and send reminders beforehand if needed.
PART 3: CONDUCTING THE INTERVIEW:

DO

✓ Listen actively. Make sure you’re looking at the informant directly and nodding with your head. And of course, that you’re actually listening to what they’re saying. Focus on the other person.

✓ Express your interest: cues like “that’s interesting” or non-verbal affirmation gestures might be helpful.

✓ Express your ignorance: even if you know about what the interviewee is telling you, make sure you show interest and see it as something new.

✓ Do repeat the interviewee’s answers to make sure you understood it correctly and to reaffirm him/her.

✓ The formulation of the question should be simple, avoid complex phrasing or words.

✓ Ask one thing at a time.

✓ Squeeze the answers. If their answers are vague, always be ready to ask more: how did that happen? Why is that? How did you feel when that happened? Tell me more about that.

DON’T

✗ Repeat yourself. Don’t ask redundant questions.

✗ Interrupt. Make sure the interviewee is done before you talk.

✗ Get distracted. Don’t lose track of the conversation.

✗ Talk about yourself. Don’t use the “let me tell you about this similar experience I had”. Your opinions are not the focus of the interview, try to avoid them.

✗ Make suggestive questions, potential answers should never be part of the question.

✗ Read the questions you’ll be making.
PART 4: STRUCTURE

INTRODUCTION

You should always present yourself and the purpose of the interview:

I am working for Bizkaiko Behatokia and we are working on a involving youth and elderly people. We are conducting some preliminary research to make sure our project meets the needs and expectations of the people in Busturialdea.

THINGS YOU SHOULD MENTION

1. **Confidentiality.** The interview will be handled as confidential information. We guarantee the confidential treatment of the information collected. Answers given are never linked to a specific person but used in an aggregated way.

2. **Permission to record.** Unless you have an objection, we would appreciate if we can tape the conversation. This will help us to analyze the information collected.

3. **Permission to take pictures.** May we also take a picture of you? The pictures will be used in the project website.

   Make them sign the consent form.

4. **Doubts and questions.** So do you have questions before we get started?

CONVERSATION

a) **GENERAL QUESTIONS:** demographics – name, age, job...)

b) **ICEBREAKER QUESTIONS**

   - Walk me though a typical day in your life
   - Tell us more about your work, responsibilities and daily routines

c) **Specific topics:** Part 1 (youth) + part 2 (elderly)

CLOSING THE INTERVIEW

Always thank the person interviewed for his or her contribution.

1. Do you have questions about our research or about this interview?
2. Do you consider there are other points that would be important for our research, points that I did not raise through the questions?
3. NEXT STEPS: co-creation. We will contact you again to share other opinions and receiving your feedback about them, and of course you’ll have access to the final report.
PART 5: CONVERSATION GUIDE

a) **GENERAL QUESTIONS**: demographics – name, age, job.

b) **ICEBREAKER QUESTIONS**:

- How would you describe this area to a foreign visitor?
- Walk me though a typical day in your life.
- Tell us more about your work, responsibilities and daily routines.
- What do you like to do in your spare time?
- How do you interact with your family in your everyday life?
- What about your friends?

c) **CONVERSATION**:

PART 1: **BUSTURIALDEA**

- Why do you live in Busturialdea?
- What are the best parts of living here? And the worst?
- How would you like to tell the story of this area in 20 years?

PART 2: **SPECIFIC QUESTIONS**

For the elderly:

- Are there many elderly people living in Busturialdea?
- How do you see the elderly people in the area? Are they active / involved?
- What are the main struggles of the eldest population in the area? What are yours as an individual?
- Were these struggles the same a few years ago or have they somehow changed?
- What is the biggest challenge for the elderly people in Busturialdea?
- What do you think are the factors making is easier/more difficult?
- What are the main actors /people/entities in this area?
- How do you see the situation developing? How do you see the future?
- What are your necessities?
- What concerns you the most?
- What do you aspire to?
- What could make a difference for the elderly people in Busturialdea?
- What would count as a success?
For the young people:

- Are there many young people living in Busturialdea?
- How do you see the youth in the area? Are they active / involved?
- As a young person, what are the main struggles of the youngest population in the area? What are yours as an individual?
- Were these struggles the same a few years ago or have they somehow changed?
- What do you think are the factors making is easier/more difficult?
- What are the main actors /people/entities in this area?
- How do you see the situation developing? How do you see the future?
- What are your necessities?
- What concerns you the most?
- What do you aspire to be?
- How do you see yourself in ten years?
- What could make a difference for the youth here? What would count as a success?

For the people in companies and associations:

RELATED TO THE ELDERLY

- Are there many elderly people living in Busturialdea?
- How do you see the elderly people in the area? Are they active / involved?
- What are the main struggles of the eldest population in the area?
- Were these struggles the same a few years ago or have they somehow changed?
- What is the biggest challenge for the elderly people in Busturialdea?
- What do you think are the factors making is easier/more difficult?
- What are the main actors /people/entities in this area?
- How do you see the situation developing? How do you see the future?
- What concerns you the most?
- What do you aspire to – for the elderly people in Busturialdea?
- What could make a difference for the elderly people?
- What would count as a success?
RELATED TO THE YOUTH

- Are there many young people living in Busturialdea?
- How do you see the youth in the area? Are they active / involved?
- What are the main struggles of the youngest population in the area?
- Were these struggles the same a few years ago or have they somehow changed?
- What do you think are the factors making it easier/more difficult?
- What are the main actors/people/entities in this area?
- How do you see the situation developing? How do you see the future?
- What are your necessities?
- What concerns you the most?
- What do you aspire to be?
- What could make a difference for the youth here? What would count as a success?
PART 6: AFTER THE CONVERSATION

CARDS

After interviewing all the members from an specific target group, and apart from the notes you’ve taken, you should quickly fill two cards with your first impressions: one for the target group, creating a fictional “persona” that includes all the features from that specific target group; the other one for the problem/opportunity for that specific group.

Both cards are annexed at the end of the document and produced by the Danish Design Center: www.ddc.dk

If possible, take pictures of the person and the place to capture the context. Drawings and objects are also helpful.

NOTES: if we have 2 members of the team, both interviewers should share and compare the notes taken.

COLLECTION OF AUDIOVISUAL MATERIALS: photos, videos, recordings.

https://gaztebegirada.wordpress.com

This website is just a draft. Please change the theme/design, colors and everything else as you please. Wordpress offers a great deal of options.

The same goes for the e-mail address used above, you can use it for the project purposes.
ANNEX 1: PERSONA TEMPLATE

RESOURCE 4

PERSONA TEMPLATE

This template should be used to create personas—imaginary people who exemplify a collection of researched traits.

TO USE: Fill in the blanks with information collected during observations, interviews, or other research techniques.

NAME

[make these up, appropriate to the persona]

AGE

BIO

[Write a small sentence about this person's overall occupation, and why they interact with the urban area]

INTERESTS

[Choose four or five interests to highlight, which can be used to determine motivations and approximate choices]

•

•

•

FRUSTRATIONS

[Choose 3-5 things that frustrate this persona, which can be used to indentify problem areas]

•

•

•

[key differentiating trait]

[key differentiating trait]

[Choose two key traits to help differentiate personas. Estimate the level for the two bar graphs based on research and mark bar]
ANNEX 2: PROBLEM TEMPLATE

RESOURCE 5

PROBLEM STATEMENT BUILDER

STEP 1.
CHOOSE A PREVIOUSLY OBSERVED AND IDENTIFIED PROBLEM.

ex. Bike lanes can become congested during peak commuter hours

STEP 2.
BY ADDING THE PHRASE ‘HOW MIGHT WE’ AND UNPACKING THE PROBLEM CONTENTS.
CREATE THREE DIFFERENT STATEMENTS

ex.
1. How might we reduce the number of cyclists during peak commuter hours?
2. How might we increase the capacity of bike lanes so they can handle more traffic?
3. How might we more evenly distribute bikers around the city during peak hours?

STEP 3.
ASSESS EACH STATEMENT. CAN YOU QUICKLY THINK OF ANY SOLUTIONS? IF NOT, THE STATEMENT MAY BE TOO NARROW. IF YOU CAN THINK OF A HUGE RANGE OF SOLUTIONS, THE STATEMENT MAY BE TOO BROAD. ASSESS ALSO FOR STRATEGIC IMPACT.

ex. Using the previous three statements:
1. Not strategically ideal as it goes against Copenhagen’s goals of a bike-friendly, green city.
2. Probably too narrow a statement.
3. Could result in some interesting solutions - perfect!

STEP 4.
FINALISE PROBLEM STATEMENT. ENSURE THAT IT IS CLEAR AND CONTAINS ALL NECESSARY INFORMATION.

ex. How might we more evenly distribute bikers around the city during peak hours, to reduce bike lane congestion?

STEP 5.
SPREAD PROBLEM STATEMENT! PASS THE DESIGN CHALLENGE ON TO STUDENTS, STARTUPS, AND INDUSTRY.
ANNEX 3: INFORMANT LIST AND CONTACTS

Ready for next week.

ANNEX 4: SCHEDULE TEMPLATE

To be done by the interviewers.