

[Design, People, Society]

UX Research Plan & Interview Guide

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Objectives

Project Objective(s)

- To improve the moving experience

Research Objective(s)

- To understand the challenges faced by people in the moving process.

Current Hypotheses [If applicable]

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Methodology

Study Method(s) & Stimuli

- Moderated, remote and in-person interviews
- [30-60 mins] per person, [7] people
- [UserTesting.com + InVision or PDF prototypes]
 - [Link to Prototype]
 - [Link to other materials, if applicable]

Target Audience :

Students and Working professionals between the ages of 30-50

Timeline

	Saturday	Sunday Monday	Tuesday	Wednesday	Thursday
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	Interview 1: 11:30 am PST, James	Interview 3: Interview 5: 05:00 pm PST, 12:30 pm PST, Mose Anahat	Group Synthesis		
	Interview 2: 01:00 pm PST, Reid	Interview 4: Interview 6: 06:00 pm PST, 03:00 pm PST, Matt Kanika			
		Interview 7: 04:00 pm PST, Shashank			

Interview Guide

Introductions (5 min)

Hi, I'm (name). I'm studying design at California College of the Arts in San Francisco. My classmates and I are working on a project where we want to improve the moving experience, so we're asking people like yourself who have recently moved about their experience.

Thank you so much for taking out the time for us.

The interview will take between 30 and 60 minutes and is broken up into parts. First I'll ask some general questions about yourself to get to know you a little bit. Then I'll start by asking broad questions about moving. Then I'll ask more detailed questions about your most recent moving experience. Then we'll wrap up and that will be that.

Please know that there are no right and wrong answers to any of the questions we ask. We are only trying to learn about your experiences. Also, any information you share with us will be purely used for college purposes and strictly confidential.

Does that work with you?

Getting to know the participant

- Could you tell me a bit about yourself? (What do you do for a living?)

- Can you describe for me a typical weekday and a typical weekend day for you? •
How long have you lived here?

General questions

- How often do you/have you moved?
- Do any of those moves stand out in your memory? Why?
- What were the reasons for the move?

Detailed questions

- When was the last time you moved?
- Where were you moving from and where to?
- What was the reason for the move?
- How was the experience?
- Can you tell us about the planning that went into the moving process? • What were some of the tasks that you had to complete before moving? • What part of the pre-move process did you need the most help with? • What was the most challenging part of moving your belongings? • Tell me about your experience traveling from your old place to your new place. • How did it feel the first night and the first morning in your new place? • How long before did you feel settled in the new place?
- Can you tell us about your unpacking process?
- Besides unpacking, what did you have to do when you got here? •
What do you wish you would have known before?
- What would you have done differently?

Wrap up

KEY INSIGHTS

Reasons for moving:

1. Location, environment (safety)
2. Due to work
3. Boredom (friends moving away, change of scenery)
4. Education
5. Finances

6. Love to explore
7. Spouse's job
8. Staying closer to friends and families
9. Unhappy where they were (change in rental price)
10. Addition or reduction in family size

Experience:

1. Stressful
2. It was easier for people who hired a moving company to pack and shift belongings.
3. Covid added a layer of stress.
4. There was a lot of uncertainty in terms of logistics.

Planning:

1. Making to-do lists
2. Listing items to buy, sell and give away.
3. Organizing what to pack, how and when
4. Figuring out a place to stay temporarily in case required.
5. Finding a place to stay within budget
6. Researching and finalizing on a moving company
7. Synchronizing move in and move out dates of apartments
8. Avoiding rents to be paid for 2 apartments at the same time
9. Planning out tasks according to deadlines
10. Calculating and comparing costs for moving items and buying.
11. Laying out a proper inventory
12. Planning in a way to avoid last minute confusion.
13. Coordinating dates with the movers.

Pre-move tasks to be completed:

1. Packing boxes
2. Sorting of items to be carried and discarded.
3. Selling, buying and giving away items
4. Admin work: paperwork, address change, mail forwarding
5. Cleaning the old house
6. Coordinating with leasing office; to ensure getting the entire deposit back
7. Booking a mover
8. Booking storage facility, if need be

9. Booking travel tickets/ scheduling u-Haul or other modes of transport.
10. Buying new furniture. Had it delivered to the new house.

Challenges:

1. Lot of packing to be done (when to pack what)
2. Fitting stuff in limited availability of space and luggage restrictions.
3. Covid created complications -- Had to do all the packing on our own.
4. Unsure about what to expect on reaching a new place.
5. Struggling to finish required tasks before the move out day
6. Lot of research needed to be done while choosing a mover, storage facilities
7. Research needed to find and finalize on the accommodation in the new destination -- in-network finds and through agents valuable.
8. Making sure belongings and furniture delivery date is in sync with move in date of new apartment
9. Fear of reliability on the movers
10. No way to vet landlords -- in-network recommendations valuable
11. Delivery through movers takes time for long distance relocation.

Unpacking:

1. Did not take much time
2. Excited about unpacking and see the house all set up
3. Did not have to rush as there was no deadline
4. Exciting, yet draining
5. In some cases, movers unpacked for them.
6. Organized as and when they unpacked and found items

Tasks to be done post reaching:

1. Address change
2. Setting up the utilities
3. Buying new furniture
4. Stocking up on supplies
5. Renter's insurance
6. Make an inventory of the new house
7. New place inspection
8. Explore the neighborhood (evaluate the vibe, people, amenities)

Wish to have known before:

1. Checking for termites
2. Opinions from friends and families about the movers and which ones to choose as there were different options to choose from

Wish to have done differently:

1. Wished to have moved sooner in order to get enough room for setting it up
2. Better budget planning

Insights:

1. Know more about the new location to set better expectations on what to expect.
2. One's mindset impacts the overall moving experience

<p>What do you wish you would have known before?</p>	<p>I can't think of anything right now.</p>	<p>The apartment was unfurnished. The on-campus cafe is not great. I am not very happy with the food. I regret not getting a lot of stuff from home as I require it now, but can't get it delivered as there is no one at home to courier.</p>	<p>We should have listed the house for rent before moving back. We knew they were there and had done spot treatments in the past, but we eventually had to list the whole thing after we were moved in and that was a big hassle.</p>	<p>which we had moved sooner. Dec 2020, all of us friends collectively decided over a Christmas dinner that we should move to Austin. We should have acted upon moving in a month's time instead we delayed it. This was a mistake. We experienced the painpoints as we moved into the house in May and began unpacking. I wouldn't be a part of setting up the house because I had busy work with that. We like to include each other in these decisions, and we have been having to do that through projects as my husband has been setting up the house there in Austin. We delayed we were confused between Austin vs San Jose.</p>	<p>I research a lot. Friend staying in the same building helped lot. CONSIDERATIONS FOR CHOOSING A MOVING COMPANY Choosing a reliable one. Checking for reviews and ratings. Figuring out which ones are brokers who give contracts to others and the ones who are actual movers. Full carriers are much better due to responsibility. I wish someone had said:</p>	<p>Nothing much. I am just glad we got clutter and furniture thrown away. We got only things that mattered and financially made sense to ship. Deep cleaning and clutter free. Overall once the packages were headed to the movers it was smooth. We only informed them after we figured out the final location on destination.</p>
<p>What would you have done differently?</p>	<p>I should have started the preparation even more in advance.</p>	<p>I would have planned our monthly budget better. Signed out more, made more unknowns known. We were preparing to move to SF and we realized we couldn't afford it (and some other reasons). It would have been less stressful if I had a more complete picture of our spending. I also should have done more of the apartment hunting—it was mainly my wife doing it and I wasn't very helpful.</p>	<p>I was really nice moving into the new home to Burlington, we were the first people to ever live there and it was brand new. Moving back to our old place, the tenants did not take care of it and we had to redo the floors and buy a new fridge, among other things—we had lots of professional help moving, packing, decorating. Without that we would have been totally buried.</p>	<p>My husband and I, we constantly remind each other: we move so much, we have been through so much hell in the past that this move is nothing in comparison. It's just about getting perspective in the end. "It's just a move and if anything, god forbid goes wrong, we can always come back."</p>	<p>If Covid wasn't there, I would have loved someone to help like movers.</p>	<p>Overall it was smooth. Covid added a lot of unnecessary complications.</p>
<p>Thoughts / Comments by Participants-</p>	<p>EXPERIENCES AS A PROFESSIONAL MOVER Where do you think people go wrong that makes the moving experience stressful? "People don't give us the accurate description of the number of boxes required. They end up having more number of boxes, moving more items." This could be because they don't want to estimate how much they want to carry. Especially people in California have a lot of things to carry."</p>	<p>The new landlord is such an important part of what your new place will be like. And there's no real way to vet landlords beforehand. I've heard from friends not to go with the cheapest movers when doing cross-country moves. Use Help-movers for movers. We need to learn how to care for the plants that our friends of friend landlord has left here. Had to pay for hauling old junk from our old place. Moves can be stressful because there is some life shift that is happening that necessitates the move in the first place. I get lots of targeted ads related to moving right now, but it's fine.</p>	<p>I got evicted by the thought of moving, or traveling. I don't even need planning. Even if I get a week, it figures it out. But I do longer want to move, well, I want to be passed for the next 5 years. I don't know the feeling of what it feels like to be settled. I want to experience that."</p>	<p>"When to pack was a point of confusion. We decided to carry stuff only what was necessary. I don't like throwing things. I would either give it away. My state helped with getting rid of our belongings. We did not miss anything or regret carrying anything."</p>	<p>"When to pack was a point of confusion. We decided to carry stuff only what was necessary. I don't like throwing things. I would either give it away. My state helped with getting rid of our belongings. We did not miss anything or regret carrying anything."</p>	<p>I get their moves really fast. Because when you look back they were so stressful and challenging and with Covid there was another layer of stress."</p>
<p>REASONS FOR NOT BEING PACKED ON TIME "The movers show up on time, but there is still stuff that is not packed that eventually gets added to the bill." People leave things to the last second making it the worst day of the life. Movers in such cases work towards providing a good service by being therapists for the day. Time management plays a key role in this case."</p>						<p>We don't want multiple movers handling our stuff because it's a hassle. It's a hassle because they could play blame game. We needed a company that would be open to moving to Canada and New York and offer storage as well.</p>
<p>WHY STRESSFUL AND WORRISOME? "People are moving everything they have and giving it to an unknown agent. There is always a fear associated with it and worry about missing the target day."</p>				<p>"I have aligned myself, to become adaptable because what happens after the move is so exciting."</p>		<p>Maybe we wouldn't have moved if not for covid. The rent wouldn't have been this cheap, things wouldn't have been remote.</p>
				<p>We delayed the process of moving to Austin even after deciding to move due to lack of conversation. We couldn't decide when to move due to my school.</p>		<p>Attachment with own furniture and stuff grows with age.</p>
						<p>Moving is the most stressful thing we have faced as a couple. You always get into fights about what to take and what to leave. Physically draining.</p>
						<p>Movers need to know which US states you are going to, if they can access and park, -going changes based on location.</p>