

[Design, People, Society]

UX Research Plan & Interview Guide

[September 13, 2021]

Group 4: Jack Love, Prachi Garg, Sagarika Jayawant

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]

- --
 - --
-

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 |
|--|---|--|--|---------|-----------|----------|
| | Interview 8: 07:00 pm PST, Anjali | Card sorting and Journey map: 09:00 am PST, Benny | Interview 10: 10:00 am PST, Ayesha | | | |
| | | Interview 9: 08:00 pm PST, Abhishek and Sonal | | | | |

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. Work
2. Earthquake fear
3. Pandemic reduced the prices of the houses
4. Lease of the older apartment was expiring
5. Needed sunlight in the house
6. Bored of the previous neighborhood
7. Wanted own space

Experience:

1. Stressful
2. Covid added a layer of stress.
3. Movers were very slow with the moving process
4. Moving was expensive (time and money)

Planning:

1. Making to-do lists
2. Listing items to buy, sell and give away.
3. Organizing what to pack, how and when
4. Finding and finalizing new apartment/house and neighborhood that fit our requirements before the end of lease
5. Researching and finalizing on a moving company
6. Synchronizing move in and move out dates of apartments
7. Planning out tasks according to deadlines
8. Laying out a proper inventory
9. Planning in a way to avoid last minute confusion.
10. Coordinating dates with the movers.

Pre-move tasks to be completed:

1. Packing boxes
2. Organising and labelling boxes
3. Sorting of items to be carried and discarded.
4. Selling, buying and giving away items
5. Admin work: paperwork, address change, mail forwarding
6. Cleaning the old house

7. Booking a mover
8. Coordinating with movers
9. Booking storage facility, if need be
10. Physically going for house hunts
11. Buying new furniture. Had it delivered to the new house.
12. Getting packaging material / looked for sustainable alternatives
- 13.

Challenges:

1. Lot of packing to be done (when to pack what)
2. Covid
3. Unsure of the neighbourhood.
4. Struggling to finish required tasks before the move out day- Time Management
5. Lot of research needed to be done while choosing a mover, storage facilities
6. Research needed to find and finalize on the accommodation in the new destination -- in-network finds and through agents valuable.
7. Fear of reliability on the movers
8. communication gap for the movers arrival time
9. Delivery through movers takes time for long distance relocation.
10. Came across fraudsters while buying stuff online.
11. Underestimated the stuff to be moved and ended up getting a lesser number of packaging boxes.
12. Carrying plants
13. Difficult to predict the sizes of the trucks.

Unpacking:

1. Some of the interviewees finished it quick, but some took a while to finish
2. Liked the unpacking part as they were excited to setup the house
3. Did not have to rush as there was no deadline

Tasks to be done post reaching:

1. Address change
2. Setting up the utilities
3. Buying new furniture
4. Renter's insurance
5. Explore the neighborhood (evaluate the vibe, people, amenities)

Wish to have known before:

1. Reviews about movers
2. A walk in the neighborhood to get an accurate review.
3. Would have liked someone to try walking to and from the supermarket closeby.

Wish to have done differently:

| DPS - Notetaking Spreadsheet Template | | | | | | | | | | |
|---|--|-------------|--|-------------|-------------|-------------|--------------------------|--|-------------|--|
| Project Name: | September, 2021 | Group (4): | Jack Love, Prachi Garg, Sagaria Jayasankar | | | | | | | |
| (As much as possible, take verbatim notes during the interview, meaning you want to capture exactly what they're saying, rather than your thoughts about what they are saying. You can then go back later and put out key takeaways.) | | | | | | | | | | |
| Notes | | | | | | | | | | |
| | [A1] | [A2] | [A3] | [A4] | [A5] | [A6] | [A7] | [A8] | [A9] | |
| Could you tell me a bit about yourself? (What do you do for a living?) | Works at Target, Single | Robin & SF | Robotics at a Tech Startup and Project Manager at Facebook | | | | | | | |
| Can you describe for me a typical weekday and a typical weekend day for you? | Busy right now, work tends to be seasonal, easier around December, pretty much work on weekends as well | | Work all day, Day starts at 9am. Evening cook meals at home or meet friends. | | | | | | | |
| How long have you lived here? | Been in California for a while now. | | | | | | | | | |
| How often do you have you moved? | | | Moved thrice in the US (cross country from Boston to California). Lived on an average of 2 years per location | | | | 15 years since last move | | | |
| Do any of those moves stand out in your memory? Why? | I have moved every year and each move has been terrible is such a headache. I hate hate moving! | | I had recent one. Social was moving from Singapore, had things being shipped internationally. I didn't have much furniture of my own. Chose area with proximity to work. Space was important within the house - 2 bedroom, bathroom, had kitchen and I was a good starter house for us. Chose the bay area because office had certain location constraints to seal offer. Also, SF didn't seem safe. We saw 30-35 houses before finalizing this one. Also explored the neighborhoods and things around in the area to understand the vibe. We had less constraints for the house in this move. | | | | | | | |
| What were the reasons for the move? (Past moves) | | | Moved for work, yes. | | | | | | | |
| When was the last time you moved? | Moved a month ago in first week of August 2021 | | November 2020 | | | | | | | |
| Where were you moving from and where to? | From South Bay to San Francisco | | From Mountain view to San Francisco | | | | | | | |
| What was the reason for the move? | Previous place I was excited when I moved in but eventually I didn't like the living situation there. Got bored of South Bay Area. I don't have a car, it was difficult to go from point A to point B. | | We were getting bored in Mountain view. We couldn't do much except go for a drive. Prices were dropping in SF and we were missing the completion of 2 years and our lease and suddenly it seemed affordable because of the pandemic. But the main reason to start hunting for houses in SF was when my bike got stolen from our balcony in Mountain View. | | | | | Buying a home | | |
| How was the experience? | | | Overall, it was such a taxing experience. We don't want to move anymore soon now. Also, this was our first time moving, so we learned a lot of things too! | | | | | | | |
| Can you tell us about the planning that went into the moving process? | | | There are different neighborhoods so proximity to public transport and my work. We had more constraints for the apartment: the more sunlight, a balcony, more spacious layout, got some Airbnb online a lot of time previously browsing for apartments. He did that for a couple of months. We had completed 1 year and were on a move to month. Once I shortlisted from Airbnb's list, we spent 1 day of 4-5 weekends visiting the neighborhoods. Used an online guide for reference to shop for packing material, but we had to do multiple trips to buy them. | | | | | | | |
| What were some of the tasks that you had to complete before moving? | | | Set up PG&E, renters insurance. We had 15-20 days before our previous lease ends, and finding a mover at a reasonable rate. There are checklists online that breakdown the timeline and tasks that we followed. It helped us a lot. We were also in a period of purge, getting things. We knew what we wanted to get rid of, they were annoying us. A lot of things we wanted replacements for, we brought to the new apartment and sold with time. | | | | | We bought the house a year before we moved in. There were tenants so we had to buy them out, and then basically remodel the whole place. | | |
| What part of the pre-move process did you need the most help with? | | | Packing, it was exhausting. Since it was our first time moving, we took longer than otherwise to wrap up all our tasks before moving. We were packing stuff even till the night before the move, we went overboard with packing the fragile things ourselves. You realize everything is a little too well packed when you have trouble finding things while unpacking and don't break too many things. The amount of trash you generate post moving is a sign of too much. But anything that could go into the box and was not needed on a day to day was packed first, but since we were packing till the last day, any help with that would have been great. | | | | | Just wanted to get rid of as much stuff as possible, just throw it all away. But my wife wanted to be more diligent, stuff that still had some worth money, give stuff to charity that we don't want but someone could use, etc. I just wanted to be done with it. | | |
| What was the most challenging part of moving your belongings? | | | We started packing two weeks before, one room at a time. My previous moves were sponsored by my employers who handled end to end move. This was our first time moving ourselves, we had mid-range movers. They charge you by the hour. The good ones pack everything and unload within 4 hours. We wanted to minimize that so we thought we would pack everything ourselves to reduce that time and cost. But they took much longer. They got there by 7pm and loaded things by 9:30pm. We got done by 9pm! We couldn't get internet setup that night because we reached there late. | | | | | Miscommunication with the movers. They don't realize how much we had, or how big some of our items were, so they had to do multiple trips, and the costs added up. | | |
| Tell me about your experience traveling from your old place to your new place. | | | We had come to the city previously, especially to the neighborhood and apartment so we were pretty familiar with the roads driving to the new apartment. We knew where to load and unload. We left along with the movers for the new apartment in our car. We reached by 7:30pm and finished loading by 9:30pm. We dropped by to our neighborhood and to their house we were moving things to our house in a car that they got outside. We weren't sure how long it would take them to unload and bring all the things to the apartment. We did 18-20 trips from the truck to the apartment to unload. | | | | | | | |
| How did it feel the first night and the first morning in your new place? | Perhaps the first place that I have been satisfied with, living conditions. | | The day we reached here, we were hungry and tired. Also, covid didn't make it any easier. But we had the old place or another day or two so we went back there the next day to pick up some more things and clean it up. We had the kitchen stuff there, hadn't packed it (could not want them handling). The car was completely full. I couldn't pass through the narrow mirror street. But overall we were very happy once in the apartment, the balcony and the view and the sunlight pouring in. | | | | | | | |
| How long before did you feel settled in the new place? | | | It took us a good four months to finally get all the boxes out and feel settled. | | | | | | | |
| Can you tell us about your unpacking process? | | | With work, we were just living with a mess for a really long time. There was very limited storage in the apartment and that kept us from unpacking or taking things needed to deal with them later. So I took a lot of time to unload and find ways to set it up. But overall, we unpacked and put them in specific areas as per categories and organized them better overtime. | | | | | Unpacking is worse than packing. You have all this stuff that you've had for 15 years in your old place tucked away in boxes and crates and now you have to figure out where everything goes. | | |
| Besides unpacking, what did you have to do when you got here? | | | We had to get storage externally in our building because we didn't have enough space in the apartment. Setting up gas, electricity etc was pretty straightforward. | | | | | | | |

| DPS - Notetaking Spreadsheet Template | | | | | | | |
|---|--|---|--|--|--|--|--|
| What do you wish you would have known before? | | How long it takes to actually move. Giving sufficient time because things don't work like clockwork. What if our plan is not everyone's plan. The move and post move also there are many things. We moved on Sat. Sun we went back to old house. Even for the first 3 workdays we didn't have the internet. Like our internet carrier don't get carried forward. Our new building didn't have our old service so we found these during the move. | | | | | |
| What would you have done differently? | | 1. Our learning was to not go for cheap or average movers but instead quality ones that can handle the end to end move. 2. Might also get the rental packing boxes or crates that collapse for packing. Lesser trash and lesser hauling to the right one again. 3. Delegate more of the packing to the movers. They are efficient and would know better how to handle it. Take care of the variables ahead of time that you want to do yourself! | | | | | |
| Thoughts / Comments by Participants- | | In 1-2 visits we were pretty sure of the area of the area we wanted to live in. It did take us 4-5 visits to different neighborhoods to understand which one liked the most | | | | | |
| | | The market moves here pretty fast. We actually didn't even see the house when we signed the lease. The day we visited our current building, we saw a different apartment, went out for coffee, we thought we'd just book it coz we were tired of hunting. By the time we came back, we were told the apartment was gone, booked by someone else. We were disappointed, it had been a long day. By then we were used to disappointments, as a long process. But then the person reached us 3 days later informing that the other party had backed out. We hadn't even seen the house, but we signed the lease. | | | | | |
| | | 1. Both times it has happened with us, that we have liked something, gone back and it was already gone. Booked by someone else. 2. Also in apartments, if there are 200 families that are also trying on it, its more probable, lesser security deposit too. | | | | | |
| | | Moving is a pretty big expense- both on time and money. One month is a reasonable amount of time if you want to move and work. | | | | | |
| | | We had things which we were bored of and wanted to sell off. Just sold them at half price, better than moving it to the new place. | | | | | |
| | | The ones we chose were recommended by our friend who had moved a couple of times in the past. They came four hours later. Even I had to pack in a lot of packs. Take them to home depot to buy packing material. Boxing things completely saved us time or else with these movers we would have had to come the next day as well. | | | | | |
| | | We contacted movers on Yelp but they didn't follow up with us. | | | | | |
| | | Movers pack quickly, they know exactly how to go about it. For us it was like should this thing be packed like that? Frankly, its a skill I don't think I am interested in learning. Packing is not a very good use of time. | | | | | |
| | | They packed everything well, didn't break anything, intact even put the things in the right room while unloading. | | | | | |
| | | For certain comforts you should to spend less money initially but eventually end up spending more to fix it because the shelf life is also reduced in cheaper things. | | | | | |
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