

1. User Research Plan

Users: Political Volunteers

Research Question: What are political volunteers current sense of community and pain points?

Research Method:

We will conduct the initial user research of our proposed community (political volunteers) over the next two weeks (October 29 - November 13) utilizing **semi-structured interviews** and **observations**.

Our goal would be to conduct 1-2 interviews each (6-8 total) and 1-2 observation sessions each (6-8 in total). The interviews and observation sessions would last half an hour to an hour.

The purpose of this research would be to identify the current state of the community and uncover potential pain points. This analysis would be used to define the problems facing this community and ideate potential solutions.

Schedule:

October 29 - October 31: Dema and Max are going to follow up with political groups to schedule interviews and observation sessions.

October 31, 11:30AM: Group meeting to finalise research plan and organise the interviews and observation sessions.

November 1 - November 13: Dema, Max, and Casey to hold 1-1 interviews. All attempt to attend an observation session (volunteer event).

Process:

A) Semi-Structured Interviews

a) *Methodology:* Schedule one on one interviews in half hour time slots with active political volunteers and use the proposed questions as a guide to the conversation to be able to compare responses.

b) *Questions:*

- i) Interviewee background – demographic, motivations, interests
 - (1) What is it about political volunteering that you enjoy
 - (2) How did you get into this
- ii) Interviewee's interest in the activity itself that they are undertaking
- iii) Thoughts on political volunteering generally – not party specific

- (1) The motivations, activities, interaction, message, communication
- iv) How political volunteers have interactions (positive and/or negative)
 - (1) What interactions they have – events, social media connections, face 2 face meetings, conferences, talks??
 - (2) Do they believe the interactions are useful?
 - (a) In what way/why not?
 - (3) Do the interactions currently occurring bring people together in that community?
 - (a) If not, what further suggestions do they have or would they like to see?
 - (4) What problems do they experience in that community?
 - (a) How do you think these could be solved?
 - (5) Are there any ideas for opportunities they believe would help political volunteers as a whole?
 - (a) Do they know if that exists already?
 - (6) Who are the type of people involved?
 - (7) Where location-wise do political volunteers all meet up or is it online?
 - (8) What activities do the volunteers engage in?
 - (a) Any pain points?
- v) Can we follow up? Or recommend someone else?

c) *Participants:*

- i) Political party volunteers

B) Observations

- a) *Methodology:* Attend an event and observe political volunteers completing their tasks, take notes during the time.
- b) *Goals:* Observe political volunteers in action and identify
 - i) What tasks
 - ii) How are they interacting with each other
 - (1) Do they congregate (around a hub)?
 - (2) Do they spread out?
 - (3) How do they allocate tasks? Is everyone doing the same thing?
 - (4) What tools are they using? (Clipboards, smart phones, ipads)
 - (5) How are they communicating while completing these tasks?
 - (6) Any interactions after tasks are finished?
 - (7) What does the mood seem like?
 - (8) Do they take breaks together?
 - iii) What methods they're using to interact with people
 - iv) Duration of session
 - v) Location of event
- c) *Participants:*
 - i) Political party volunteers at an event

Observations Schedule:

(Upload notes to this [doc](#))

Nov. 3 - Hackney labour event 11am-3pm - Max & Laura

Nov. 3 - People's vote at 6pm, Pontoon Dock - Max

Nov. 4 - Bethnal Green, leafleting at 5:30 pm - Casey & Laura

Nov. 10 - Park event (People's vote) - Dema

Interviews Schedule:

Date	Interviewee Initials	Interviewer
04.11.18	JW	Dema Metreweli
04.11.18	RB	Dema Metreweli
04.11.18	PG	Dema Metreweli
03.11.18	VM	Max Millner
13.11.18	AP	Max Millner
05.11.18	G	Casey Anderson

Update:

We completed the interviews and attended the volunteer events but observations were harder to accomplish. There were not many volunteer events scheduled during the timeframe we had available and the events we attended either were cancelled due to low attendance or were poorly attended and did not provide much useful data besides one on one conversations. As a result, and our limited access to the community, we used a questionnaire to supplement our interviews.