

Interview Plan

Introduction	<ul style="list-style-type: none">● Title: Interviews of Harvard Tourists● Author: Li, Tsiyon, Dania, Sergio● Date: 9/2/2022● Project background: Use the power of mobile technology to transform the experience of being a tourist on Harvard campus.● Research goals: Conduct contextual interviews with about 6 individual tourists or small groups of tourists. Know about the whole experience of tourists; Understand the root cause for tourist to visit Harvard ; Find out the problem existing
Schedule	<ul style="list-style-type: none">● Interview days: Sep 3-4● Results: Sep 5-6
Methodology	<ul style="list-style-type: none">● Location: Harvard Yard● Date: Sessions will take place on Sep 5-6 (weekends)● Length: Each interview will last 15 minutes, the whole session lasts 1 hour● Personnel: 2 interviewers as a group (one asking, one documenting info and photographs), 2 groups; Conduct 3 interviews per group
Interviewees	<ul style="list-style-type: none">● Participants are Harvard visitors● 3 males, 3 females, (1 nonbinary individual and 1 non English speaker if possible) , between the ages of 20 and 75. One participant is a person with a mobility problem.
Basic info	<ul style="list-style-type: none">● Name, Number of People, age, gender, occupation, education?● tour time, travel method
Questions	<ul style="list-style-type: none">● Can you tell me about your visit to Harvard today? (Where and when)● How many stops do you plan to visit?● What brings you here? (why you come)● What/where do you enjoy most? And why?● What/where do you dislike most? And why?● What challenges have you had and do you think it can be improved during your tour?

QUESTIONS	LI & TSYION			DANIA & SERGIO		
	Interview #1	Interview #2	Interview #3	Interview #4	Interview #5	Interview #6
<i>Number of People</i>	2	3 (father, mother and son)	5 (father, mother, 1 daughter and 2 sons)	5: HKS student, wife, 2 student's parents, baby	2: Man and woman	Five
<i>Age</i>	25	Parents around 50, son is about 10	Parents around 40, son is 5 and daughter 13	30s - 60s, 1 year old	Early 30s	Late 20s
<i>Gender</i>	1 male, 1 female	2 males, 1 female	3 males, 2 female	2 male, 3 female	Male, woman	3 males, 2 females
<i>Tour Time</i>	3:30-4:30	one afternoon	4:00 - 5:30	Just relaxing	One day	One Day
<i>Travel Method</i>	walk	bike to Harvard, walk	Drive here, walk	Walk	Drive	Drive
<i>Interview Location</i>	at the line in front of the statue, Harvard Yard	at the staircase of the library, Harvard Yard	The map in front of Science Center	In front of Weld	Statue	By Thayer, in yard
<i>Can you tell me about your visit to Harvard today? Where and when?</i>	No specific plan, walking around, live around, just visited the theater.	No clear target, just arrived saw the John Harvard Statue and then and sat on the staircases	We drove for around 15 mins and just arrived.	Parents visiting, decided to see the yard, walk around	Want to see Widener Library and John statue. Like the architecture	Wanted to be somewhere nice.
<i>What brings you here? Why did you come?</i>	Lin's 2nd time. Her 1st time to the library, took a pic at the statue. Lin took her friend Raul from NY for his first visit here. Saw pictures online and wanted to see the school in-person	It's their daughter's first year at BU, so they came visit Boston from Miami for 5 days and planned an afternoon for Harvard tour.	The school name is famous. The plan was to visit Annenberg (was not aware of the name of the building) and go to a Harvard store and buy merchandise	Family visit, beautiful day, no where to go, not sure what there is to see	Friends visiting	Friends
<i>What did you enjoy the most? And why?</i>	Sitting on the library stairs; nice weather, can feel the Harvard vibe	The Charles River	Not yet	Not sure yet, they don't know where to go	Architecture, Widener library. Don't know where else to go	The yard, seeing some buildings
<i>What did you dislike the most? And why?</i>	Not really	Hard to find a trash bin, a bathroom	The map is confusing. Hard to find a parking spot	No real guidance around the area	lack of parking, No signs for self-guided tour	No history of buildings. Tours aren't always at a good pace
<i>What do you think can be improved during your tour?</i>	Want to visit inside some buildings and see classrooms	More signs for info	--	More guidance, know where the main points of the tour are	More signs	Self-guided tour that talks about history of buildings and other places.