

City of Hoboken Interview Guide

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Thanks for talking to me today. I'm going to ask you about your experiences using Hoboken city services and programs and city events. My goal is to learn from people's experiences so there is no right or wrong answer. This should last about 20-30min.

This is for research purposes for my class project. I will also share the insights with city officials in the hopes that it can be used to create a better experience for residents. Everything is confidential and names are changed in my research. With your permission I may use quotes, names changed, if that's ok. Is it ok if I record audio of our conversation? That helps me with note-taking.

Any questions before we begin?

Great! Let's get started.

Screener Questions

1. Do you live in Hoboken?
2. Have you used a city service or program, or attended a city sponsored event in the past two months?
3. Have you communicated with the city in the past two months?

Research Goals

- Learn about people's experience utilizing city services / programs / events.
- Understand how residents currently get information about city services/ programs/ events.
- Understand how residents communicate with the city.
- Discover how people LIKE to get information & communicate.

Interview Questions

Objective: Learn about people's experience utilizing city services / programs / events.

1. What Hoboken city services / programs have you used in the past two months?

2. Tell me about your most recent experience?
 - a. Was this a positive or a negative experience?
 - i. What made it a positive/negative experience?
 - ii. Was it easy or hard?
 - iii. And can you tell me about a positive/negative experience?

Objective: Understand how residents currently get information about city services/ programs/ events.

- b. How did you get the information you needed?
 - i. Why did you try to get the information this way?
 - ii. Was it easy or hard?
- c. Was this a positive or a negative experience?
 - i. What made it a positive/negative experience?
 - ii. Was it easy or hard?
 - iii. And can you tell me about a positive/negative experience?

Objective: Understand how residents communicate with the city.

3. Have you communicated with the City of Hoboken recently?
4. Tell me about your most recent experience?
 - a. Why did you communicate in that way?
 - b. What did you expect?
 - c. Did you get a reply?
 - d. How many times did you reach out?
 - e. Did you try another communication method?
5. Was this a positive or a negative experience?
 - a. What made it a positive/negative experience?
 - b. Was it easy or hard?
 - c. And can you tell me about a positive/negative experience communicating with the city?

Objective: Discover how people LIKE to get information & communicate.

6. What is a good experience you had learning about something recently?
 - a. What mediums did you use to learn about ____?
 - b. What made it good?
 - c. Was it easy or hard?
7. What is a recent experience when you had to communicate remotely?
 - a. What mediums did you use?

- b. Was it a positive/negative experience?
- c. Why?
- d. Was it hard?
- e. And can you tell me about a positive/negative experience?

8. Demographics

Age:

Married/ Partner:

Kids:

Ages:

Rent or Own:

Ethnicity:

Occupation: