Research Summary

The most important thing for us to figure out in this research were what were the primary features that people expressed implicitly that they needed in in-depth interviews. We chose to use the Stanford model of empathetic interviewing which entails just encouraging the interviewee to speak freely. We conducted 10 in-depth interviews and about 20 short interviews.

- We looked for frequency that something was expressed.
- Frequency across different socio-economic backgrounds.
- Common needs expressed
- Common sentiments
- Our goal was not to determine the look and feel but the core drivers.

Results:

1. Hear
   - I love you
   - I am worried about your future
   - You are going to steal from her
   - You can’t do that
   - It is not my job
   - I don’t want to go to a dump

2. Think/Feel
   - I wish I had moved home earlier
   - Responsible “It’s just what people do
   - Afraid my mom will die alone
   - Lucky to have had the time with mom
   - Scare, anxious
   - Overwhelmed
   - I need money
   - I missed opportunities
   - No regrets
   - It is hard
What worked?

- We discovered that there is a need for three primary things:
○ Organization tools
○ Community
○ Place to get direction and answers

What Questions are Unanswered About Your Idea?

● Look and feel
● Price Point