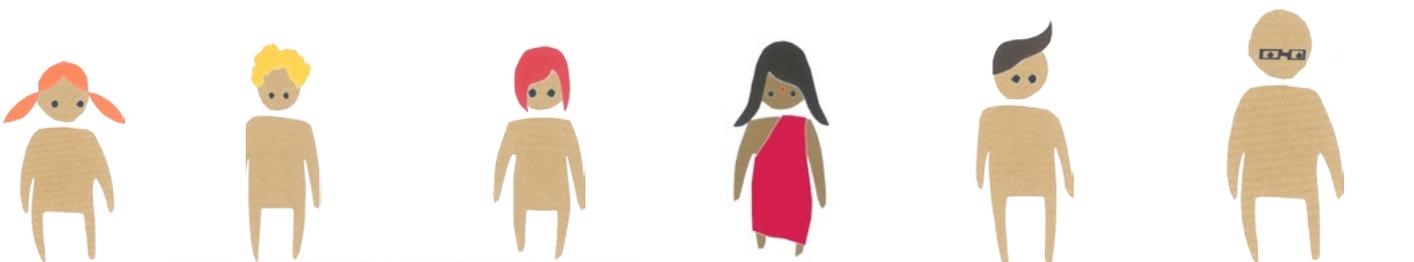


# INTERVIEW STARTER KIT



Great insights start with people – so for our Women’s Safety Challenge we encourage you to think about who you could talk with to build our collective awareness around women’s and girl’s safety in low-income urban areas. Below we’ve included some tips on finding the right person to talk with, getting the most out of your interview, a discussion guide to get your conversation started and an interview highlights form to collect your notes.

- ◆ GETTING READY (page 2)
- DISCUSSION GUIDE (page 6)
- INTERVIEW HIGHLIGHTS (page 9)



# GETTING READY

## 1. IDENTIFY WHO YOU WANT TO INTERVIEW

We're eager to learn from people from diverse cultural and socioeconomic backgrounds, professions, ages and abilities. Interviewing different types of people will give us a range of experiences and points of view to better understand the opportunity areas to tackle during the Ideas phase.

### TIPS & TRICKS

Work with a friend or fellow OpenIDEO community member to brainstorm who you'd like to interview – including individuals in your community, workplace, school and family – and reach out to them.

Interview experts who can help us with technical information. Some examples of experts would be people involved in women's empowerment, teachers, police officers, artists or folks working on policy, urban development, health care or sanitation.

You could also pick a group for the interview. Talking with a group of teachers, middle schoolers or mothers could give you insight into different perspectives from a similar group of people.

Once you have picked a person or group make sure you contact them to let them know why you are meeting and what to expect.

## 2. SET UP AN INTERVIEW

**Pick a place:** Face-to-face interviews are best, but phone calls or Skype are also options. Whichever you choose, try to keep your interviewee feeling comfortable. Treat the conversation more like a friendly chat than a serious interview.

If you are meeting in person, pick a place that is convenient and comfortable for your interviewee.

**Get a team together:** If you are interviewing more than one person, think of grabbing some friends and dividing roles. Ideally, we'd recommend having one interviewer and one note-taker or doodler.

### 3. PLAN YOUR APPROACH

- **Introduce yourself and the purpose of the interview.** Be sure to start by sharing some background on the purpose of the OpenIDEO Women's Safety Challenge and our collaborative, solution-seeking community.
- **Think about what you want to learn.** We've included some question pointers below, though feel free to make up your own or build upon these. Effective interviews are all about **listening** – so you might find that your interviewee takes the conversation in their own direction. That's fine! If they drift too far, you can always ask a question that brings the conversation back in focus.
- **Allow awkward silences to happen.** Sometimes people take time to answer or can come to realisations during these moments.
- **Show interest.** Use body language to show you're interested.
- **Go in with a beginner's mind.** Even if you have prior knowledge about the person who you are interviewing or the subject at hand, pretend you don't know anything. Ask obvious questions. The answers might surprise you!
- **Be polite.** Remember to check if they want their names mentioned or to stay anonymous. And don't forget to say thanks!

### 4. MAKE IT VISUAL

Ask your interviewee if they are comfortable with you snapping a photo at the end of the interview. Include the interview setting in the photo if it helps tell your story.

### 5. DISCUSS IT WHILE FRESH

Plan some time after the interview to chat with your partner or to think about the interview. The best time to reflect is when thoughts are the freshest in our minds. Feel free to Tweet some early thoughts using **#womenssafety**.

*"While interviewing for @OpenIDEO #womenssafety challenge, I heard from 5 boys that they want to make bus stops safer for girls"*

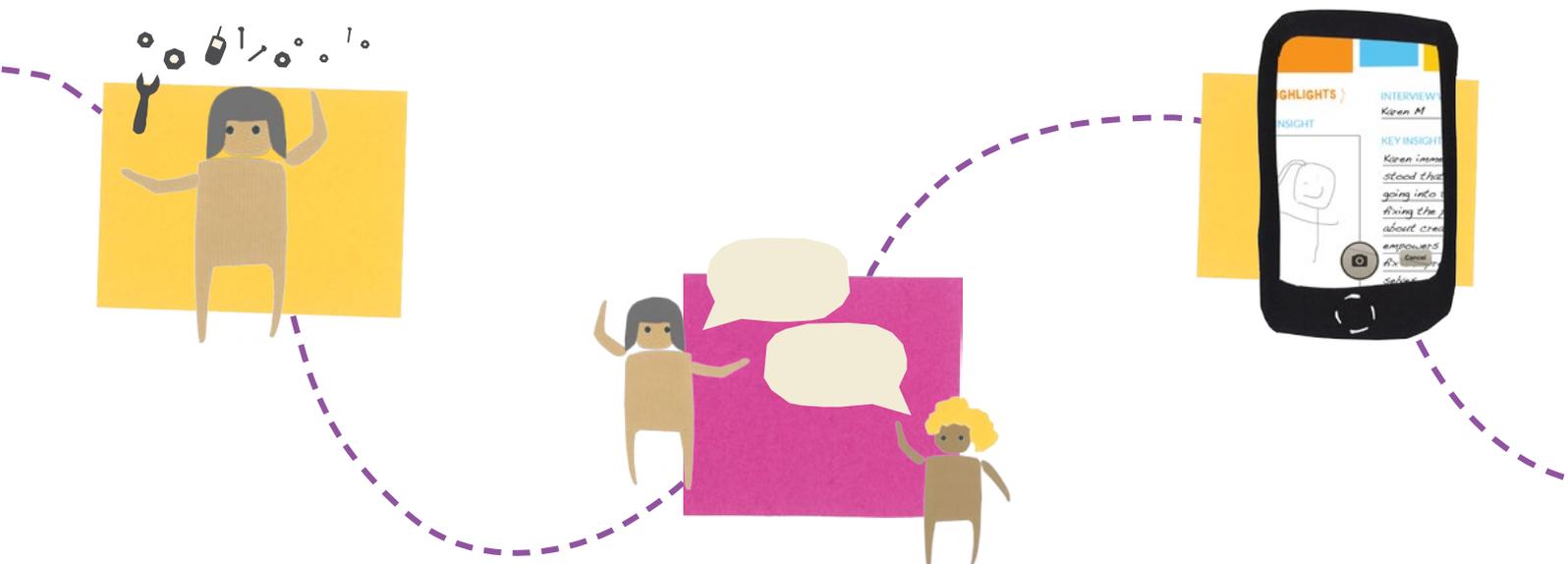
## 6. SHARE YOUR INSIGHTS ON OPEN IDEO

- When you're ready – organise your notes.
- Come post over on the [Challenge's Research phase](#).
- Link your entry to the Mission #3 Conduct Interviews.

### TIPS & TRICKS

Rather than include your whole interview, try to edit your notes and focus on your most insightful and inspiring findings. Try to ask why your interviewee answered in a particular way. Sometimes we can learn a lot from reading in between the lines. Don't forget to upload pictures, drawings and/or scans of your capture sheet.

We're looking forward to your human-centred insights, the conversations they inspire and the impact it will surely lead to!





# DISCUSSION GUIDE

Start broad, then go deep. It helps to structure your interview so that you start with general questions and probe more as your interviewee relaxes into the process and becomes more responsive.

The introductory questions are mostly to set the tone: relaxed and friendly. We are providing question samples for people in your community and for experts on specific fields. Feel free to build on this and add your own.

Be sure to check how much time they have to chat and give a broad overview of what you're here to chat about. Feel free to make up your own questions or build on these, depending on where the conversation takes you

After your interviewee seems comfortable and more relaxed, transition into these questions:

## 1. FOR INTERVIEWING PEOPLE IN YOUR COMMUNITY

- Tell me about yourself: where did you grow up and where do you live now?
- What is your main occupation?
- What is your neighbourhood like? What are the main meeting places? How often do community members interact with each other?
- What medium of transportation do you use to get around?
- Are people in your community from different backgrounds? What characteristics are common to many people there?
- Would you say that you feel safe in your neighbourhood? Why or why not?

## TIPS & TRICKS

Start with icebreaker questions that ease people in:

- How do you introduce yourself at a party?
- What did you do earlier today?
- Looking around you right now, what catches your attention? Comment on something that sparks your eye: the neighbourhood, an item nearby. What's noticeable about it?

- What are some of the visual cues you look for in a new place that help you know whether or not you're in a safe environment?
- Tell me about a time when you went somewhere despite feeling unsafe. What was it like? How did you cope?
- Who do you ask for help when you are having trouble?
- If you were going to design a safe space in a community, what features would you think are necessary?
- What safety measures exist in your community that would be good to replicate elsewhere?
- What safety hazards do you see in your community that affect men more than women?

If your interviewee seems keen to keep going then by all means carry on with the flow of the conversation. Otherwise – wrap it up here with a big thanks for helping on our challenge for social good.

## TIPS & TRICKS

Show & Tell. You might encourage your interviewee to draw their responses while they are talking you through their experiences. This will lead to a richer conversation.

Try to be patient and allow your interviewee to tell their own story before jumping in to comment. Once they are done, you might try prompting them to dig deeper:

- How did that make you feel?
- Why do you think that happened?
- How did your community respond?
- Can you think of motivations and enablers that led to this?

## 2. FOR URBANISATION/URBAN PLANNING EXPERTS:

- Why is it uniquely dangerous to live in an urban slum?
- What kinds of physical spaces are most dangerous? Why?
- How has urban migration affected our world's major cities?
- How do community structures in low-income urban areas differ from more rural or outlying areas?
- Why do many slum upgrading initiatives fail?
- What are the elements that create a safe block? How about a safe neighbourhood?
- What positive trends do you see in urbanisation?
- What kinds of technology can be used to make densely populated areas safer?

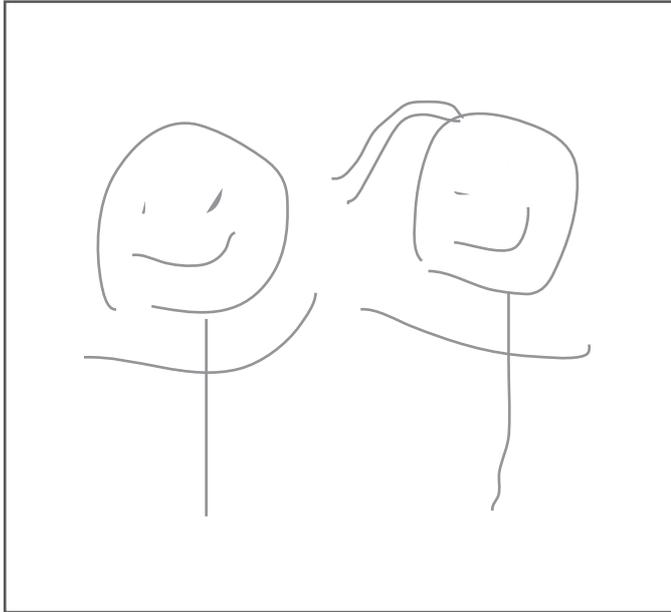
## 3. FOR EXPERTS ON WOMEN'S AND GIRLS' ISSUES:

- What are the two biggest challenges facing women and girls in low-income neighbourhoods of developing world cities?
- What's getting worse?
- Where are girls the safest?
- What kinds of development problems are exacerbated in low-income urban areas?
- What is one solution in the area of women's safety and empowerment (big or small) that excites you?
- How might we change mindsets around the value of girls and women?
- What aspects of girls' experiences in urban areas are getting better?
- What solutions are working well outside of urban slums?
- What community structures are crucial to helping women and girls feel safe and empowered?
- What social enterprise or business solutions have been successful in empowering women at the bottom of the economic hierarchy?

Think of other experts you might want to interview. We would love to hear about them.

## INTERVIEW HIGHLIGHTS

### SKETCH THE KEY INSIGHT



### INTERVIEW WITH

Karen M

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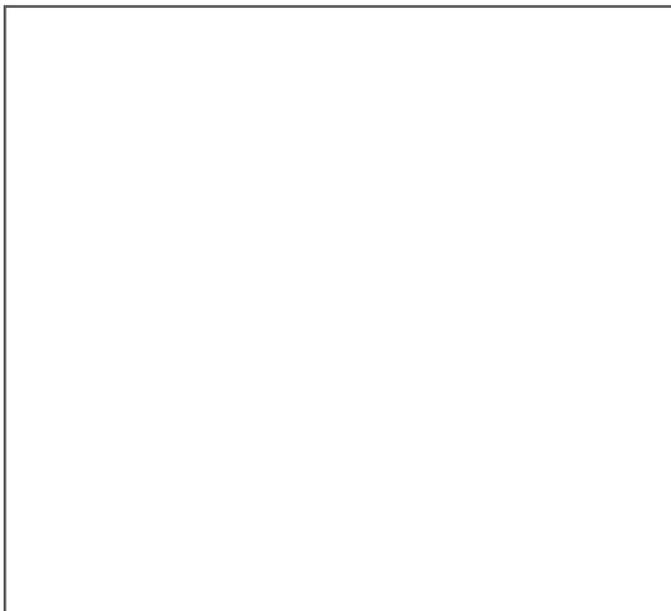
### KEY INSIGHT

*Karen immediately understood that it's not about going into these areas and fixing the problems; it's about creating a tool that empowers the women to fix the problem for themselves*

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## INTERVIEW HIGHLIGHTS

### SKETCH THE KEY INSIGHT



### INTERVIEW WITH

### KEY INSIGHT

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**INTERVIEW HIGHLIGHTS**

SKETCH THE KEY INSIGHT

INTERVIEW WITH

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KEY INSIGHT

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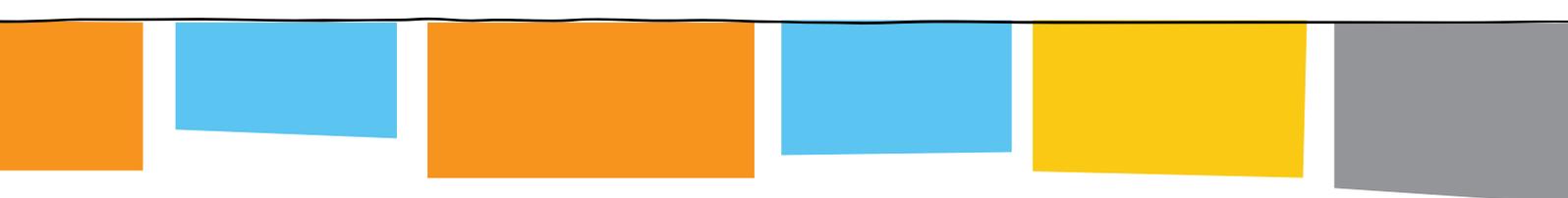
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**INTERVIEW HIGHLIGHTS**

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