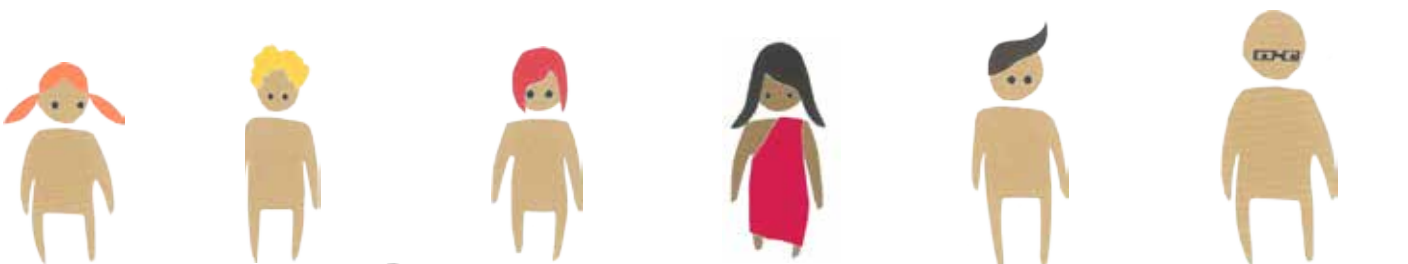


Interview Starter Kit



Great insights start with people – so for our Ageing Challenge we encourage you to think about who you could talk with to build awareness around the issues we’re focused on.

We’re eager to consider what ageing means to people from all walks of life and age ranges. To help us understand the ageing process from their perspectives and empathise with their challenges, we’re keen for you to interview folks to gain greater insights. You can post your findings in the inspiration phase in the relevant Mission.



How might we all maintain wellbeing and thrive as we age?

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Approach

1. Be sure to give them some background on the nature of this OpenIDEO challenge and our collaborative, solution-seeking community.
2. When possible, conduct interviews at the participant's home or workplace. These 'in-context' individual interviews put the participant at ease and allow you to see the objects, spaces and people that they talk about during the interview.
3. Remember to check if they want their names mentioned or to stay anonymous. If they are ok about it you might like to include a photo of them. If you're feeling confident you might even video & upload your interview via YouTube or Vimeo. Otherwise you might include a sketch or some other kind of image with your interview – keep in mind that images help engage others and tell your story with greater impact.
4. 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. It's important to go with the flow as you can't predict when insightful comments will find their way into the conversation. There'll be plenty of time after the interview to review your notes and make decisions about what would be most relevant to share with our community.
5. And don't forget to thank your interviewee plus show them what you've posted to OpenIDEO later on. They might even be encouraged to join our challenge themselves!



Question Pointers



Feel free to make up your own or build on these.

Tip: 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 reflective. The introductory questions are mostly to set the tone: relaxed and friendly. Be sure to check how much time they have to chat and give a broad overview of what you're here to chat about.

To prepare in advance: the final exercise is to ask the participant to read or fill out the last sentence so you may want to print that separately and be ready to give it to them at the end.

Intro

Tell us a little bit about yourself

Describe a typical day

What age are you and what's it like being your age?

What is happening in your life at the moment?

What one thing has changed the most in your life over the last decade or two?

What one thing do you expect to change the most in the next decade or two?

Getting Older in General

What does getting older mean to you?

How do you feel about needing more support from others around you?

What do Care Homes make you think of?

What alternatives might seem better?

What age would you like to live to?

What things would you still like to achieve?

How might we all maintain wellbeing and thrive as we age?



More Questions



What would you like to achieve but think you may not have the chance to?

What scares you about getting older and what comforts you?

Health and Mobility

How would you describe your general level of health?

How has it changed over the last decade or two?

Do you still consider yourself to be mobile?

Are you able to get out and about to do the things you need and see the people you want to?

Do you exercise? Have you changed the kind of exercise you do or the frequency?

Have you had any shocks in relation to your health in recent years?

What happened? How has it affected you?

Did you manage to get back to your old self again?

How did this event affect your confidence?

What are your biggest concerns around your health as you get older?

If you could change one thing about your current state of health what would it be?

What would it feel like to lose your independence?

What would make it easier to manage?

Financial Wellbeing

Do you feel like you have the means to enjoy the quality of life that you would like?

Do you treat your family and go on holiday as much as you would like?

How important is it to you to have money to leave behind for your family?

If money was no object, what would you do to improve your daily life?

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More Questions



Busy and Active

How much spare time do you have to yourself?

Have you made a transition from work to retirement?

Was it difficult thing to adapt to?

Are there any activities which people of all ages can enjoy together?

Is this important?

Do you go on holidays regularly?

What does/did work mean to you?

Do you miss working? What are the aspects you miss? The people, money, the subject matter?

Do you still feel able to work and frustrated that you had to retire?

Have you found substitutes for work in other ways? Can you tell me about them?

Learning and Knowledge Sharing

Tell us something you feel you know a lot about, more than most of your friends. Is it a professional skill or something outside of your working life?

Do you feel like you've had the chance to share this with other people?

Is it something that could be of use to other people?

How might you go about encouraging others to learn this skill?

Is this a strong part of your identity?

What would it mean to you to learn new skills and be known for something different?

Have you ever been through a career change and what did it feel like picking up a new or different skill?

Did it change how you think and feel about yourself?

Tell us about something new that you learned how to do recently!

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More Questions



What is it and what encourage you to learn it?

What does it feel like to learn something new at the moment?

Is it inspiring or is it hard work?

If there was one new thing you could learn what would it be?

Friendships and Mental Health

Do you enjoy telling stories to your family and friends?

Are there other ways you record your thoughts to share with others?

What makes you happy?

Have you had times recently when your social situation made you feel unhappy?

Do you feel better now?

Who are the people which you feel closest to?

How has your contact with family and friends changed over the years?

Are you more or less socially active than you once were?

Do you make new friends often?

How do you know when to start trust someone? Is it hard?

Are there times when you wish you had more people around you?

Do you use digital technology to help you connect with a wider network of people?

Would you feel happy to let your friends support you when you become older.

What kind of person would you trust enough to do this?

Do you feel you need or receive enough support from other people?

What would you like support with?

Does it get frustrating that people try to support you when you still feel able?

Do you spend a lot of time with people in your own age group?

How might we all maintain wellbeing and thrive as we age?



More Questions



Does this bring you comfort or can it be frustrating at times?

Do you find it easy to get on with people of all ages?

Would you like it to become easier to meet people of different ages?

What would you change?

Environment and Technology

Do you think the world has become an easier or more difficult place to live?

Tell us about a place where you feel or have felt happiest.

What was it about this place that you remember most vividly and why did you feel happy there?

Can you tell us about a time and place when you felt less happy and help us understand what it was about the place that made you feel like that?

Do you have a digital device, smartphone, laptop or tablet?

What do you use it for?

Has it made a significant difference to you?

Have you come across Digital services such as supermarket shopping, Google, emailing, Facebook, AirBnB, etc

What's good about them and what frustrates you?

What would you like it to be able to do?

What hopes and fears do you have about the world as a place to live in the future?

What will being your age feel like in 50 years time?



More Questions



For Camera at the end: (Ask the participant to read the following out and fill in the blanks or print it out in advance and get them to fill it in, hold it up and have their picture taken with it).

My name is: _____

I'm__ Old and it feels _____
because _____

I'd like to live to the age of ___ because _____

If I could learn one new thing it would be _____

When I'm older I expect life to be_____

If I could change one thing about getting older it
would be _____

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