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Introduction

Stage & Descriptions	Questions	Tester 1 (F) Natalie - 44 - Dulwich Hill NSW	Tester 2 (F) Rebecca - 35 - Marrickville NSW	Tester 3 (F) Carolyn - 36 - Melbourne VIC	Tester 4 (M) Sam - 25 - Lara VIC	Tester 5 (F) Lisa - 38 - Perth WA
Introduction (2 mins max)	• **Welcome:** Thank you for giving us some time to chat today. • **Presentation:** We work for Present Company, a marketing and strategy agency, and we are currently working on a product concept and want to understand more about your experience around understanding suburbs, communities and the place you live in. • **Purpose:** The purpose of our 30min discussion today is to understand the importance of knowing the communities and suburbs you live in now and in the future. We will be asking some simple questions as well as share concept screens we prepared to get your thoughts. There are no wrong or right answers, just a casual discussion, so feel free to express your thoughts freely. • **Recording:** Before starting, I just wanted to confirm that you are ok with us recording this conversation? It's mainly for the purpose of note-taking, but we might share some material related to the interview with the team at the end of this module. In all cases, all feedback is collected anonymously. • Awesome, let's get started!	NA				
User Background (5 mins max)	1. What social media platforms do you frequently use? 2. What are the main types of content you engage with? 3. Is living in a community of like minded people important to you? why? 4. When looking to move or visit a new area or suburb you are unfamiliar with, what platforms, websites or products do you use, if any?	Instagram Facebook Spotify YouTube Bandcamp Stan socila media websites music podcast Yes, its important. Cause there is a sense of companionship and community. Common factor that bring you together and like mindedness Google maps Use google search (find specific thing)	Facebook Doesn't have Instagram but has linkedin but doesnt use it Uses groups in facebook a lot ABC News App I think it is but in the future she might have to sacrifice community to live somewhere she can afford. For now it is. Has kids. Wants a backyard and emphasises this over fitting in per se. I think its nice to be out and about and feel comfortable and have somewhere where its open and accepting of others. Uses neighbourhood facebook groups to understand suburbs Uses homely a bit. Search for a suburb and people write reviews on it.. Homely gives a rating.	instagram s & tiktokk facebook messenger groups whatsapp spots cooking shopping sites local shire council site definitely - sense of connection and belonging, specifically in a small community rally together and help ur neighbour when natural disasters happen (floods and bush fires) not so available or common in big cities - you're just another number if im travelling, using google, booking.com or train sites to help determine where to go. look up attractions on google use more known tourist attractions to help inspire exploration on what else to do ie. look up something common and see whats around that or similar to that	facebook / messenger snapchat insta tiktok linkedin almost all of them Sport content stuff to do with health or fitness Youtube / tiktok / barrending / random funny videos stuff to do with work like little skits any up & coming news like sport, AFL or EPL yeh, because part of my job is doing rockstar shifts on the weekend and I serve people who have a big say in the community (feels connected) - feels a responsibility to being on the local pulse and making sure people are aligned (work together) Doesn't use a lot of platforms. Maybe the community facebook page, local websites and news would more ask friends and family of surrounding suburbs and get their input otherwise, use google they are a developing community and they need to work together to solve problems that are arising from getting busier and more populated	instagram facebook whatsapp wechat cooking sites for recipes online shopping general news and info play games online possibly, we have half live in sydney and perth when you live in a certain suburb some people might not be similar but they might be also we dont have the parent network cause our child lives out of home it is important she likes old fashioned and daggy communities like her home in perth regular movers likes moving a lot looks up reviews of suburbs has a platform they use to look at reviews but you can tell they are written by real estate agents

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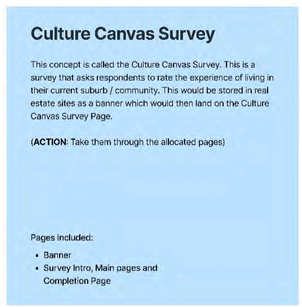
On survey & report



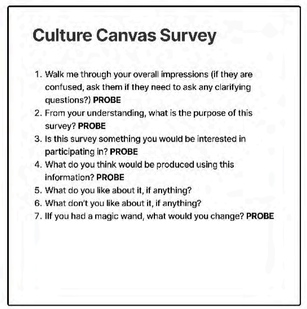
Culture Canvas Survey

This concept is called the Culture Canvas Survey. This is a survey that asks respondents to rate the experience of living in their current suburb / community. This would be stored in real estate sites as a banner which would then land on the Culture Canvas Survey Page.

(**ACTION**: Take them through the allocated pages)

Pages included:

- Banner
- Survey Intro, Main pages and Completion Page



Culture Canvas Survey

1. Walk me through your overall impressions (if they are confused, ask them if they need to ask any clarifying questions?) **PROBE**
2. From your understanding, what is the purpose of this survey? **PROBE**
3. Is this survey something you would be interested in participating in? **PROBE**
4. What do you think would be produced using this information? **PROBE**
5. What do you like about it, if anything?
6. What don't you like about it, if anything?
7. If you had a magic wand, what would you change? **PROBE**

Culture Canvas Report

This concept shows what the survey data from Culture Canvas Survey will help produce. It shows key insights from useful data ro cultural insights about how people across Australia perceive the areas they live in. Everything from what's most listened to, watched and favourite pets will be shown.

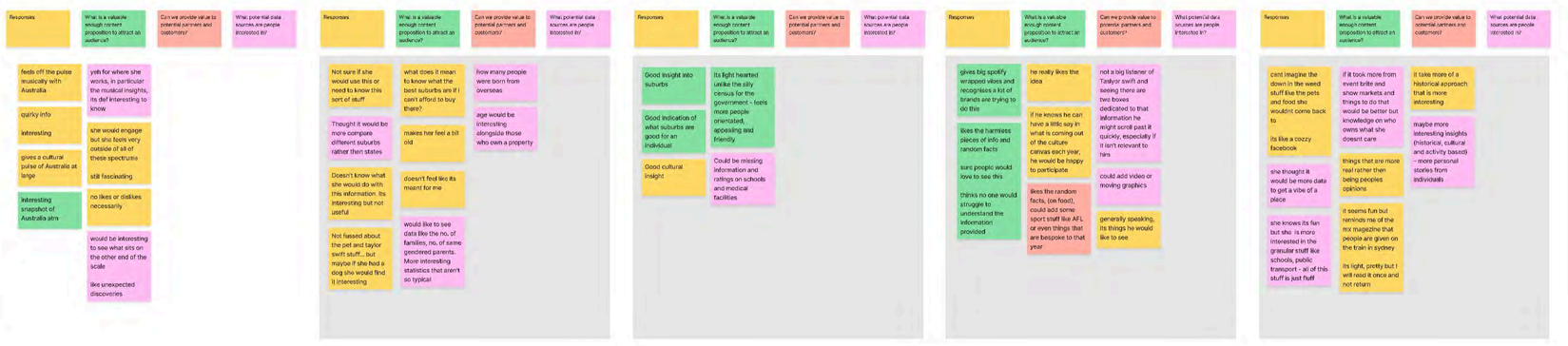
(**ACTION**: Take them through the allocated pages)

Pages included:

- Culture Canvas Report

Culture Canvas Report

1. Walk me through your overall impressions (if they are confused, ask them if they need to ask any clarifying questions?) **PROBE**
2. From your understanding, what is the purpose of this page? **PROBE**
3. Is this information something you would be interested in engaging with or knowing? **PROBE**
4. What do you like about it, if anything?
5. What don't you like about it, if anything?
6. If you had a magic wand, what would you change? **PROBE**



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On mySuburb and features

mysuburb - Featured Suburb Profile

Here we have an example of what a Featured Suburb would contain. Similar to the suburb profile, this would feature content produced by different types of partnerships (think Nike, Qantas etc). It would feature key aspects such as Local Hero interviews, promotional property opportunities, upcoming events in the area, key app data points like most listened to songs in the area on Spotify and what type of stores and items that can be shopped in the area.

(**ACTION**: Take them through the allocated pages)

Pages included:

- mysuburb featured suburb profile page

mysuburb - Featured Suburb Profile

1. Walk me through your overall impressions (if they are confused, ask them if they need to ask any clarifying questions?) **PROBE**
2. From your understanding, what is the purpose of this page? **PROBE**
3. Is this profile page something you would be interested in engaging with or using? **PROBE**
4. What do you like about it, if anything?
5. What don't you like about it, if anything?
6. If you had a magic wand, what would you change? **PROBE**

mysuburb - Compare Suburb Function

This concept is a bespoke feature in the suburb profile that allows you to compare that suburb profile with any other suburb in Australia that is found on the 'mysuburb' website. It would give users a top-line perspective of how the suburbs compare from most popular pets, music, films, mobile and internet reception and what type of sports fans live in the area.

(**ACTION**: Take them through the allocated pages)

Pages included:

- mysuburb compare suburb feature

mysuburb - Compare Suburb Function

1. Walk me through your overall impressions (if they are confused, ask them if they need to ask any clarifying questions?) **PROBE**
2. From your understanding, what is the purpose of this feature? **PROBE**
3. Is this feature something you would be interested in engaging with or using? **PROBE**
4. What do you like about it, if anything?
5. What don't you like about it, if anything?
6. If you had a magic wand, what would you change? **PROBE**

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On homepage and discovery

mysuburb - Homepage

This concept shows how else the data from the Culture Canvas can be used. Here we have the 'mysuburb' site homepage, which features suburb profiles from across Australia.

(**ACTION**: Take them through the allocated pages)

Pages included:

- mysuburb homepage

mysuburb - Homepage

1. Walk me through your overall impressions (if they are confused, ask them if they need to ask any clarifying questions?) **PROBE**
2. From your understanding, what is the purpose of this website? **PROBE**
3. Is this website something you would be interested in engaging with or using? **PROBE**
4. What do you like about it, if anything?
5. What don't you like about it, if anything?
6. If you had a magic wand, what would you change? **PROBE**

mysuburb - Discovery & Show Me Function

This concept shows one of the many features of the 'mysuburb' website. Here we have a standard discovery page with a map and search capability but also with a filtering system to help narrow down bespoke cultural insights on Australians and the suburbs they live in. The 'Show Me' function allows users to filter by various categories to see where those types of peoples of live ie. AFL Fans

(**ACTION**: Take them through the allocated pages)

Pages included:

- mysuburb search page & show me flow

mysuburb - Discovery & Show Me Function

1. Walk me through your overall impressions (if they are confused, ask them if they need to ask any clarifying questions?) **PROBE**
2. From your understanding, what is the purpose of this feature? **PROBE**
3. Is this feature something you would be interested in engaging with or using? **PROBE**
4. What do you like about it, if anything?
5. What don't you like about it, if anything?
6. If you had a magic wand, what would you change? **PROBE**

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On mySuburb and features cont.

mysuburb - Match Me a Suburb Function

Lastly, this concept is a feature found in the 'mysuburb' website. The 'Match Me a Suburb' feature provides users with a quick personality quiz to help them determine what suburbs across Australia best matches who they are.

(**ACTION**: Take them through the allocated pages)

Pages included:

- mysuburb Match Me feature

mysuburb - Match Me a Suburb Function

1. Walk me through your overall impressions (if they are confused, ask them if they need to ask any clarifying questions?) **PROBE**
2. From your understanding, what is the purpose of this feature? **PROBE**
3. Is this feature something you would be interested in engaging with or using? **PROBE**
4. What do you like about it, if anything?
5. What don't you like about it, if anything?
6. If you had a magic wand, what would you change? **PROBE**

Have the user close the prototype tab and then stop sharing. This next part is all from memory. Super important!

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Closing questions

The last 10 minutes

(it's important to answer these next questions even if the whole flow hasn't been completed)

Post Product Questions
(10 mins max)

What did you like about this experience? Why?	liked the availability of a tool that would give me insight into different areas of australia at least to get a general idea of australian suburbs seemed easy to use	she liked the detail of the suburbs the most liked the comparing of suburbs bringing everything together was a nice touch - means I didnt have to end up going to multiple places makes finding out about suburbs much easier to do	its really creative appeals to lots of different people from different backgrounds very diverse	being able to see towns or suburbs and compare them get to know more areas at a deeper depth and understand different communities	some of it was vague and a bit of fun but I want it to show more thorough meaningful details places to buy, do and visit suburb profile was well rounded
What did you not like about this experience? Why?	nothing...	Didn't care about the taylor swift stuff thats the only thing	question is how accurate the statistics are and how honest people are and who is participating	nothing really some info that wasn't relevant to them in the canvas but not a big issue	some of it is a bit airy - like who owns a rugdoll but i dont care who owns one it can be somewhere but shouldnt take precedence
Does this remind you of anything else? what is that?	not really... not with everything it does maybe there are, but it seemes unique to her	doesnt remind me of anything its a lot better than homely its bringing alot of things together where homely is just random reviews with agents trying to spruke there area this feels alot less biased cause its using data	travelling - check out popular places to go and restaurants	its like spotify wrapped, otherwise no	no... only homely but that is really unsophisticated but this gives me a lot more
Who do you think this would be useful for? or who would you recommend and share this with? Why?	for travelers it would be particularly handy anyone whose looking to shop locally, families and people into that sort of thing people who want to know what others are into, especially what's popular would share it if she knew friends who were travelling she would recommend looking at this app/website she would love it as see if it was handy and if she did, she would be a regular user she things she would find it handy	anyone who wants to move to a new area or city if you weren't happy in an area or wanted to move, this would help narrow down your options	Maybe just google haha - like what to do in sydney google is the answer for everything these days use for everybody from early 20s to elderly people who travel a lot people who need to move for work or family reasons or moving milestone - this would be great for them	useful for everyone children could use it for research, adults to understand the area or participate in certain things, moving or just general knowledge people planning to move contemplating to move customers at work for people wanting to learn more about whats happening in Lara	anyone who wants to get out of their comfort zone and explore activities, move and explore places we haven't ventured
How would you feel if we did not end up making this? Why?	isnt opportunity you could use this as a means to help narrow down certain things, like housing with food and vegan and gluten free options	it would be a shame not to - it looks good! to see everything together makes it alot easier and means you don't have to go off and do so much research	also provides things you might not have thought about to. hold	well it would be a little disappointing cause it looks great seems new and thats always good to have it out there alot of products are shiggy backed of slacthither and this isnt realted to any other ideas out there	pretty unfortunate cute someone else would want to do something similar so thinks we should take the effort to get it out there the information here is something they would like to know knowing something I am part of is great and it wouldn't be good if it weren't available	I wouldnt know any sleep haha its light and i could still find out this information anyway but i would have to put more effort in to its a one stop shop. it would be fractured to get this information its useful but i wouldn't hang out here I would sign in, add my information but I wouldn't engage with any social elements if it had any good to get a vibe and energy of a place shouldn't be bogged down with stats but, could be more facts about a place as well as the fluffy stuff
Can you recall any moments where brand partnerships or real estate agency sponsorships appeared? How did they make you feel?	raine & horne; asea and bea. shes so used to seeing big name advertising so one was like alright, shes not that interested, more interested in local business	remembered the brands and raine and horne. was fine with it as long as it makes sense - as longs as its contextual. as long as its not just dropin homes and feels 'possible'	raine & horne didn't see anything else thats fine they are things in my everyday life	the mid dollars, BWS and uber eats insights not swayed they are all fairly large companies and have a right to share statistical data but if it was a unknown company they would question its truth	raine and horne I dont mind, there was a bit of advertorial stuff but thts thats common to help find houses as long as its not too dominant I expect if you're going to give me a flash website that gives me something, I expect some advertising as a trade off
How would you rate this product on a scale from 1 to 5? (with 5 being great)	3.5	5	4	5	3 wasnt enough real data
How would you describe this product to your friends or collea...	cultural snapshot of an area that gives you an idea of the people, culture and the things that are on offer.	a place where you can go to easily compare different suburbs and their characteristics	a encyclopaedia of what you need to know for where you want to go	something fun wouldnt sell like a spotify wrapped but for you local area - this would sell it everyone loves spotify wrapped but seeing something like this for their own area would be great as opposed to being about an area they don't care - 'personal and pertinent to the individual'	has a bit of a identity crisis basic suburb profile of people living in a suburb its almost a bit of thatmaps rather than being based on fact needs more substantial stuff, even if its dressed in 'fun' needs more hard data like how far its from the CBD etc

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rating

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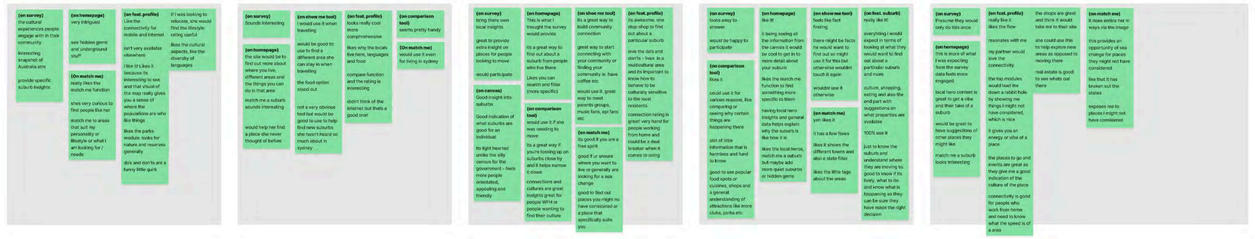
Findings

Post Interview

Answer Research Questions or Hypothesis

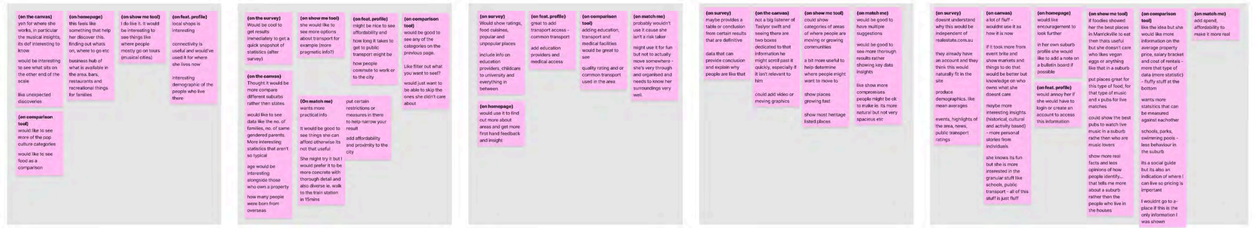
Post Synthesis & Validation

What is a valuable enough content proposition to attract an audience?



Can we provide value to potential partners and customers?

What potential data sources are people interested in?



Survey

Canvas

Homepage

Show Me Function

Featured Profile

Compare Function

Match Me Function

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