



Example Interview Guideline/Protocol Pro Juventute

Overarching question:

What are the pains, gains, and needs of parents receiving letters with information related to their children aged 0 - 6?

Introduction:

1.1 Build rapport and establish context

- > Hi, I am __, and I am doing a project with Pro Juventute and their parent letters. A letter that informs new parents about the children's development and public organizations for different child-related topics regularly.
- > As you are a parent/ have a child (or children) with the age of 0 to 6 years old, I would like to have an interview with you that takes around 30 minutes. There are no good or bad answers, I want to get familiar with your perspective, thoughts, and feelings.
- > With this and other interviews, I simply aim to collect as many experiences around the theme as possible and improve the letter for future parents. When there is a question unclear, don't hesitate to let me know.
- > For data analysis purposes, we will also make an audio recording of this interview. It will not be given to anyone outside the project and all your comments will be anonymized. Is that okay for you?

1.2 The conversation starter

- > Before we start the interview, could you please tell me a little bit about your family and children?

Demographic facts and context:

- > What is your age?
 - > How many children do you have? And how old are they? (Number of children)
 - > Where do you live and how? (Living status)
 - > What is your profession? And that of your partner? (Occupation)
- > That's nice! I don't have children myself, so this is a very unfamiliar topic for me. So you have to help me understand your needs as a mum/dad.



Core questions:

Evoke more information about different topics

2.1 General parenting needs

- > Do you remember situations in which you didn't know how to react as a parent?
 - > What kind of information did you need?
 - > (probes: basic information/ emergencies/ advice etc.?)
 - > What did you do in those situations?
 - > Can you think of other situations where you needed advice, for example concerning your child's wellbeing, health, nutrition, development (first walk, the first laugh), or something else?

(Objective: Reveal needs behaviors and use cases)

- > Which sources/channels did you use in these cases?
only if no answer, mention: family/friends, internet forums, social media, experts, etc.?
 - > Why do you use exactly these sources?
 - > (Quality, credibility, independence, speed, etc.)?
 - > What would have been an alternative?

(Objective: Discover their motivation for choosing the source/ channel they currently use)

- > In which situations/topics did you lack (the right) sources for information, help, everyday organisation or any other services? (aim to go beyond the area of information)
 - > What is lacking?
 - > Why?

(Objective: Fill the gaps from your previous question)

- > How do you generally search for information regarding your child?
 - > Do you base your searching on what you learned during your education or work? And how?
 - > Do you follow certain norms/principles, such as xxx? (Is the behavior of information search based on norms?)

(Objective: Reveal certain norms and behaviors)



- > Did your searching behavior for seeking information/ support change over time? (before having a child, new parents, experienced parents, etc.)?
 - > Can you give an example of ___?
 - > Why did you change ___?
 - > Can you describe a situation where you would have liked to know what you know now?

(Objective: Discover if the pain points for information searching by parents depend on the age of the child. Search for behavioral patterns and/ or changes)

2.2 Parent letter specific

- > Do you know the Pro Juventute Parent Letter? How did you learn about it?
- > Do you receive the letter?
 - > Do you receive it for free/ automatic?
- > When do you use/ read the parent letter? (Is the parent a preventive or situation based? Passive/active user? What is the journey?)
- > What do you like about the letter?
 - > What works?
 - > What are the advantages?
 - > What is essential/ most important?
- > Is there anything missing in the letter for you?
 - > What does not work?
 - > What are the gaps/ disadvantages?
 - > What would you like to see improved?
- > Is there anyone else reading the Parent Letter? For example other family members?
 - > Why these members?
 - > In what situation do you include other family members?

2.3 Competition

- > What alternatives do you use to find relevant information or support for your child?
 - > In which situations?
 - > Can you show me?
- > What is important for you when you use a different source? (neutrality/ credibility/ agenda/ sponsoring/ commercials etc.)

(Objective: Find out more information about potential competitors)



Example for more follow-up questions

- > You mentioned, ... can you tell me more about that?
- > What happened then?
- > Can you describe what it felt like?
- > Can you give an example?
- > Is there anything else you would like to share about__?

Conclusion and wrap-up

- > Thanks for the interview, it was really interesting!
- > Can you think of anything else that I forgot, but that would be relevant to the topic?
- > Do you have any questions to me or the project?
- > Do you know someone else I could potentially interview as well?
- > When the interview was very interesting and provided a lot of insights: Would you have time and be interested to participate in the idea development workshop on ___ or would you be willing to make yourself available for an hour later in the process for testing the prototypes?