

Mutual: A Networking process to Inspire Emerging Professional Interaction — Interview Session Guide

Participant name & Interview Date:

This document serves as a guide to interviewing participants (based on the internal GBCxAtW Interview guide used March 2021)

Introduction

Hi [participant], my name is Thanusha Kanagendran. I'm a DXD student and I'll be conducting this interview today. I'm glad you decided to take the time to help with the research, I really appreciate it! Your insights will help me discover networking practices to improve in-person interactions using design.

This session should take no more than 30 minutes of your time. I am looking to learning & better understanding your experience with in-person networking, as well as your general experience as a student networking. I want to emphasize that there are no right or wrong answers, I am just looking for your input.

Do you have any questions?

Permission to record

Before we begin, I want to let you know that this session will be recorded for analysis purposes.

- Do I have your consent to record our call?

If no: I want to assure you that the recordings are stored in a secure place and are deleted once the research project has finished.

If still no: That's not a problem, it will not affect your participation.

Participant information

The purpose of this section is to get the conversation started and help the participant feel comfortable.

1. So I was wondering if I could start by asking you to tell me a little bit about yourself.
 - How long have you been a student?
 - What are you studying?

Goals, Challenges and Barriers

The purpose of this section is to find out more about their Goals, Challenges and Barriers when networking at in-person events?

2. How are you with regard to professional networking in person? (e.g., good, decent, okay, etc.) Can you reflect on an instance
3. What are your goals when networking? (e.g., meet new people, grow network, learn, etc.)
4. Did you succeed (e.g., in meeting new people)?

If yes: Can you tell me more about how you succeeded?

- Did you have prior experience?

If no: Based on your experience, what could have made you succeed in...?

5. Throughout the event, are there parties involved that support you?(e.g., classmates, professors, etc.)
6. Do you find yourself able to speak to everyone you want to?

If yes: Would you describe the connections you made meaningful?

If no: What hindered this, was it too short, couldn't find person?

7. Can you recall a time when you had trouble making a connection with a professional?

If yes: What was the challenge/barrier and did you overcome it?

- How did you overcome?
- Does this happen often?

If no: Would you say the event was well facilitated ?

Metrics for Success, Strategies, How it could be improved?

The purpose of this section is to find out more about their measure of professional networking success and performance indicators for design recommendations.

8. Do you stay for the whole event?
- a. How do you feel during the event and after? (e.g., Stress, excitement)
 - b. Did you receive any value from the event? [e.g., Q9]

If yes: What motivated you to stay?

If no: Did you still find value in the event? Why or why not?

9. Have you received connections through networking events?
- a. How do you usually stay in touch? (i.e., coffee, online, chat)

If yes: What strategies did you use to receive a connection?

- *design considerations
Ice breakers?

If no: Based on your experience, do you think this was a personal challenge?

10. Would you tell me what features, (e.g., name tags, food/drinks, chairs) help you during the event? How did it help?
- a. Was there a feature that made it difficult?
 - b. Is there any feature that was missing or could be improved? (e.g., technology, agenda)

11. How likely are you to attend similar events in the future?

If highly: What makes you encouraged to?

- How integral is this event to your profession?

If unlikely: Would you say this event was not what you expected? Improvements?

12. Do you have a preferred event format to facilitate professional networking?
(e.g., Design and tech talks, Design panel with invited speakers, Workshops, eg. Design jam, etc.) or General networking events to get to know other members

Conclusions

We're just about to wrap things up, but I wanted to give you this time to go over any thoughts or questions you might have. Maybe something that we didn't cover that you might feel would be valuable, or anything you wanted to add.

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I want to thank you for taking the time to speak with me, you've been very helpful in this study!