NSW Digital Service Toolkit - Activities and templates

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|  | Example discussion guide |

### Section 1: Introducing the session

**Time**: 5 minutes

#### Our purpose

Hi, I’m Dennis Bingllingly, thanks for joining us today.

We are part of a team in Exampletown Local Government working to improve the recreational services and assets we provide.

We are conducting some research becausewe want to make sure the way we invest in parks reflects the needs of our local citizens.

#### Introducing yourself

I work for a team at Exampletown Local Government called Parks and Recreation.

The Parks and Recreation Team works to make our parks and recreation facilities the best in the state.

#### Introducing other people on the call

Today we have Tara Phelps, a service designer and Binita Patel, our customer specialist

As a facilitator, I will be asking questions, keeping time.

Our note-taker Tara will be taking notes.

Our technical support Binita will be assisting with online tools.

#### Introducing the session

This session will take about 45 minutes and we have lot to get through, so we may have to move the discussion forward at certain points.

If it’s okay, we will be recording this session and taking notes during the session.

All responses are confidential.

When we report the insights from this session, we remove all names any personally identifiable information from the insights.

There are no right or wrong answers,

* We just want to hear your personal opinions
* We are testing the concepts, not you
* If you have trouble using anything at any point, then that is our fault, not your fault
* Be as open as you want, as you go through these concepts
* We want you to tell us what you’re interpreting in your own words.
* So, say what’s on your mind.

If you feel uncomfortable answering any questions you don’t have to answer them. Or if you feel uncomfortable continuing the research at any stage you can stop the session.

#### Introduction to the topic

We’re going to speak with you today to understand more about how you use local parks, what works for you and what doesn’t.

**Starting the session**

I can see that you have already signed the consent form, thank you for that.

[If not, can you sign it now before recording starts]

As I mentioned earlier, we’ll be recording the session. We will start recording now.

We’ll also be sharing our screen so you can access our concepts and tools. We’ll explain this process in more detail when we get to this stage.

#### Questions

Have any questions? If you have any questions during the activity let us know.

Do you have any questions so far?

## ▐ Discussion guide

### Section 2: Background questions

**Time**: 8 minutes

Stimulus: none

#### General questions / context setting

Firstly, tell me about yourself, where you live, who you live with, that sort of thing?

What does a standard day in your life look like?

Do you use any local parks? If yes, which one?

How often do you go? What do you do when you’re there?

Question Section #1: Understanding the journey

**Time**: 10minutes

**Question: Could you please talk us through your most recent visit to a park, starting with the moment you decided to go?**
Intent: Build an end-to-end picture of the park-visiting experience

Follow-up questions:

* How does that experience compare to your usual park visits?
* How did you feel afterwards? Why is that?
* Thinking about your experiences visiting parks, with 10 being your best experience and 1 being your worst, how would you rate this experience? Why?

**Question: What was it that made you decide to go to that park at that time on that day?**
Intent: Understand the triggers for park visits

Follow-up questions:

* How often are you prompted to visit the park like that?
* What else prompts you to visit a park?

**Question: What were you expecting on your visit to the park that day?**
Intent: Understand expectations and how they’re met (or not)

Follow-up questions:

* How well did the experience live up to your expectations? Why / why not?
* How did you come to expect things like that from a park visit?

Question Section #2: Value

**Time**: 10minutes

**Question: What are the things that make for a great visit to the park?**
Intent: Understand how value is perceived and achieved

Follow-up questions:

* Why is that?
* What kind of thing might move a park visit from good to exceptional?

**Question: Now let’s look at it from a different angle: What are the things that make for a bad visit to the park?**
Intent: Understand how value is perceived and achieved

Follow-up questions:

* Why is that?

Question Section #3: Facilities

**Time**: 10minutes

**Question: Thinking about the park you visited that day, what would you say were the facilities the park provides?**

Intent: Understand perception of facilities and measures of quality

Follow-up questions:

* (Go through each facility one-by-one) How would you rate that facility on a scale of 1-10? Why?

**Question: Do you think there were any facilities missing that are valuable to you?**

Intent: Identify unmet needs

Follow-up questions:

* Why are they important to you?
* Did you know they were not available before you chose to visit this park?
	+ If so, why did you still choose to visit this specific park?

**Question: Besides the facilities, what else was in the park that give it value?**

Intent: Identify other features of park that deliver value

Follow-up questions:

* Why (is this/ are these things) valuable to you?

### Section 3: Reflective questions

**Time**: 5-10 minutes

We’re coming to the end of the interview now, and I just want to take a moment to reflect on the things we’ve discussed.

\*\*\*Ask as many as time allows for, starting at the top\*\*\*

**Question: Now that we’ve had a chance to chat about the different aspects of a park visit, how do you think the park could be improved to enhance your own personal experience?**
Intent: Identify opportunities and drivers of value

**Question: What do you think the council could do better to improve the park experience?**
Intent: Understand what participant sees as remit of council and identify further opportunities to deliver value.

**Question: If you had to change two things about the park we discussed today, to improve the experience for all park visitors, what would they be?**
Intent: Understand perceptions of community value and opportunities to deliver value

**Question: If you had to recommend the park we discussed today, who would you recommend it to, and what exactly would you say to convince them it was right for them?**
Intent: Understand how participant articulates value

### The last section: Thank you and end

**Time**: 3 minutes

We’re nearly out of time.

Is there anything that we discussed today that you’d like to talk about more?

Thank you, this has been informative, thank you for your time.

Your insights into local parks will be really helpful in improving the value of parks for all users.

### Future research

One last question; would you like to participate in future research?



Document end.