

D.T1.2.1

COMMON METHODOLOGY

For the analysis of mobility
needs and expectations

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1. Research Questions

- a) How does the initial situation look like?
- b) Who are the relevant stakeholders and target groups?
- c) What mobility needs do the respective target groups have?
- d) Which drivers and barriers do they face?
- e) How can we change the mobility behavior towards sustainable mobility behaviors?
- f) Which measures are necessary?
- g) How can the stakeholders be involved?
- h) Does the developed mobility lead to changes in mobility behaviors?

2. Methods

Stage 1 - Analysis of initial situation (before) with qualitative methods.

- Semi-structured in-depth interviews with experts and users in the area to evaluate mobility needs and expectations in the project area (Uni Ulm will provide interview guidelines which need to be translated and analysed by the respective pilot project)
- Focus group with local mobility experts (stakeholders)
- Co-design session with users to document the existing situation in a less formal setting. Use for example the gaps, needs and expectation analysis (use template provided by Redmint) or other co-design tools provided by Uni Ulm during the training.

Stage 2 - Follow up interviews and observations (while running the living lab) to be able to iterate and adjust certain activities in the living labs.

2.1 In-depth interviews

The in-depth interview is an instrument of psychotherapy, empirical social research and market research in the form of a qualitative personal interview, which should capture all significant attitudes and opinions



of the person interviewed. In-depth interviews can take an hour or more (Kuß & Eisend, 2010). An attempt is made to identify motives and meaning structures that the person concerned is unaware of.

The free conversation based on an open guideline or theme catalog adapts to the subjective experience of the interviewee - the interviewer is thus not bound to specific questions and the respondent is bound to prescribed response schemes. Thus, on the one hand, the interviewee can set the focus of his own content, on the other hand, the interviewer can also closely follow topics that only emerge during the course of the conversation.

The pleasant, relaxed conversation atmosphere and the appreciative attitude of the interviewer allow the respondent to address their own emotions as well as unpleasant or socially undesirable aspects.

With the help of projective or associative questioning techniques, the interviewer also gains access to settings and needs of the interviewee that are difficult to verbalize and not immediately aware of, and can reflect on these together with him.

2.2 Focus group interviews

A focus group is a form of group discussion that can be used in qualitative social research as well as in market research. It is a moderated discussion of several participants, which is usually based on a guideline. The method is based on the principles of communication, openness, familiarity and strangeness as well as reflexivity. Their use is particularly useful in the early stages of development of studies in which ideas are developed, concepts are created and requirements are requested. (Bortz & Döring, 2006; Flick, 2010; Helfferich, 2011).

The aim of this research method is to find out the attitudes and relevance of issues for the participants. They should set their own values and, within the broad framework of questions, bring up what is important to them. The more natural the atmosphere, as it would be in individual interviews, should lead to a relaxed mood and thus to openness of the participants. In order to be able to evaluate the obtained material, the audio recording of the focus group interview is recommended (Flick, 2010).

2.3 Co-design Workshop

Co-design reflects a shared design process, where designers and people not trained in design are working together to develop products, tools, processes and services (Sanders & Stappers, 2008, 6). Co-design combines the collective creativity of diverse actors across the whole span of a development process (ibid.). In the context of this project we refer to co-design as a collective creative process which is facilitated as workshops, with diverse stakeholders who sketch, ideate, experiment, learn and develop concepts together (Mattelmäki & Sleeswijk Visser, 2011). A co-design process as several phases with different steps, which are interlinked. The process is started by understanding and framing the problem through sharing and comparing the experiences of the participating stakeholders. On this basis, diverse alternatives will be explored, by identifying the local resources and capabilities. The aim is to find and develop a shared solution supported by all stakeholders, which can be tested and developed further within an iterated co-design process.

2.4. How To

- Uni Ulm will develop the interview guidelines for the in-depth interviews, which have to be translated in the respective language of the partner country by the partner organization.
- In the next step, interview partners have to be identified and invited to participate by each pilot



- The interviews should be audio recorded and transcribed afterwards
- The transcribed interviews can then be analysed by using qualitative content analysis, or other means of analysis (Tools for analysis D.T1.2.2) this has to be done by each pilot with support of their respective local partner.
- For the co-design workshop use the materials provided during the co-design training in Ulm and the template gaps, needs and expectation analysis.

3. Research proposal

The basis for analysing the characteristics of the flows and the needs of the users, whether already being users of mobility services or potential users could best be facilitated with a qualitative study. We thus suggest in-depth interviews to gain insight into the personal backgrounds and individual preferences of specific users/non-users and other stakeholders. Uni Ulm will work out a guideline for the interviews which have to be translated into the national language by each partner.

In a second step, the collective knowledge of expert stakeholders is to be gathered by facilitating focus group interviews with local experts to benefit from their context specific expertise.

In addition, we suggest running a co-design session, aiming to clearly identify the needs and expectations of the respective user groups in a less formal setting.

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