

Interview & Tour Protocol

We would print one of these out for each interview and use it to keep track of the interview. This is a common practice, but at the same time few people make their interview protocol public, and I feel there is real value in looking at how others organize their fieldwork in this way.

Introduction

1. Who we are; what this is about
 - There are no right or wrong answers – no ramifications for anything you say
 - We can stop at any time; you're in control
 - Nothing you say will be connected to any service you use.
2. Sign NDA

Demographics

1. Number of people living in the house
 - Ages
1. Relationship status
 - Number years together
3. Current job situation for each inhabitant
 - Employer
 - Length of time at that employer
 - Length of time in that occupation
 - Approximate income
2. How do you organize your finances together?

Explore present practices (present):

1. Financial Geography

We'd like you to imagine everything in your world related to your finances was on a map. Can you draw that map for us? Please **draw a map of your finances?**

after they've drawn it

do you have 401k? mutual funds? pension? insurance?
2. For some people, there's a regular temporal component to their finances. Can you draw a calendar of your finances on this sheet?
3. Education.

How do you educate yourself about finances/money management? Can you give us a specific example? Books? Magazines? TV? Websites? Friends. Family. Do people come to you for advice? Do you go to people for advice? Whom? How do you know what to trust? What are marks of quality in financial advice? How did you decide to do things this way?

What did you learn from your parents?

Financial Events

1. Here's a pile of major financial events. There's a lot there. Some are more positive, some are

more negative, and it's obviously going to be difficult, but is there one that you're experiencing a financial impact from right now?

- What tools did you use to prepare for it financially?
 - How did you learn about what you needed to do?
 - How could the tool be improved?
2. Is there one more of these events that you're thinking about right now?

Critical Incidents

When was the last time you:

1. Made an expensive purchase, whether it's an object or an event?
 - What decision tools did you use?
 - How could the tool be improved?
2. Made a significant investment?
 - What decision tools did you use?
 - How could the tool be improved?
3. What's the one thing you'd least like someone to learn about your personal finances?

Tools in the home

We'd like to see the tools you use to keep track of your money and finances. By tools we mean anything you use to keep track of your money or finances. We really want to understand all the tools you use, everything from your checkbook or sticky notes you keep in your wallet through to any files you keep or notes you take, and also any websites or computer programs or apps you might use.

We're going to start by looking at the financial things you carry in your wallet or purse. Can you take them out and lay them on the table? Again, we're only looking at the financial things.

[walkthrough of those things][privacy with postits] [photos]

Now we'd like to see where you keep the physical objects to do with your finances: files or envelopes or shoeboxes. Can you show us those?

[tour][photos]

Do you ever do finances anywhere else than [here]? [Can you show us?]

Now we'd like to look at the tools you use on your computer to keep track of finances. [photos] excel, Quicken, mint.com, bank websites, deals sites, mutual funds, stocks, offshore accounts, ESPP.

Do you ever use your tablet or phone for anything finance related?

- Do you use your mobile phone for anything finance related? What?
 - Are there any financial transactions you wouldn't make on your mobile that you would make on your laptop or desktop? [or elsewhere....]
- [If they have a tablet] Do you use your tablet for anything finance related? What?
 - Are there any financial transactions you wouldn't make on your tablet that you would make on your laptop or desktop? [or elsewhere....]

[If not come up yet?] Taxes? Where? Who? What?

What resources do you use outside of your home?

- safe deposit box?
- Tax preparer? Library? Office? Financial advisor? Investment groups?

Questions for all the above:

- How did you learn about them?
- What do you like about these tools? How could these tools better meet your needs?
What tool most needs improvement?
- What's your most important tool?
 - Why do you use those tools?
 - How did they develop?
 - How did you do it before? What made you change?
 - Who do you talk about this with, and what tools do you use for having that discussion?

Wrap Up

If you were given \$20K, what would you do with it?

If you were given much more - say your joint yearly income - what would you do with it?

If you had a sudden, unexpected expense of \$20K, how would you handle it?

If you had a much larger unexpected expense of your yearly income, how would you deal with it?

If you could have three wishes about money/financial management tools, what would they be?

What else should we have asked you about your financial management tools?

Is there anything else you'd like to tell us?

Financial Management Event Capture

We've learned a lot today. Sometimes, as we analyze the data, we find we wish we had asked one more question. Would it be alright, if we come up with something that we should have asked, if we send you an email and ask a followup question?

Thank you for your time, etc.

1. Give out compensation
2. Have them sign the piece of paper acknowledging they've received it.