Jun 20, 2025

TF Newsletter-Client Interview

Invited Tech Fleet Newsletter Project | Dominic Bradley | LX Cast | Suyen Stevenson | LX Cast | Morgan Denner

Attachments TF Newsletter-Client Interview
Notes - TF Newsletter-Client Interview

Meeting records File

Summary

LX outlined the newsletter project's purpose to improve regular communication and reach a wider audience, mentioning the board's consideration of a communications committee. The participants, including Dominic Bradley, LX, Melanie l., and Nihan Durmaz, discussed interview techniques, the user journey framework (Status Quo, Awareness, Consideration, Joining, Participating, Leading, Advocating), and the importance of understanding pains, gains, retains, and refrains. To refine their approach, Melanie l. volunteered to be interviewed in a practice session with Dominic Bradley taking notes, scheduled via a Calendly link provided by LX.

Details

- **Meeting Purpose and Participation** Dominic Bradley initiated the meeting to follow a shared template, and LX offered to participate by letting Dominic lead. Dominic shared a file link and screen, encouraging active participation in note-taking, asking questions, and placing information appropriately within the file.
- **Newsletter Project Background** LX explained that the newsletter project arose from a need for more regular communication than sporadic emails and to reach individuals not active on Discord or Slack. The newsletter could also serve as a

touchpoint for those interested in supporting Techfleet and learning about opportunities. LX mentioned the board's discussion about a communications committee to potentially steward the newsletter process.

- **Navigating the Interview Process** LX clarified that the interview shouldn't require them to fit answers into specific categories in real-time, suggesting that note-takers should capture information and synthesize it later. Dominic expressed interest in a more systematic approach, while LX argued that imposing a structure on the interviewee's thought process might not be ideal for discovering opportunity spaces. The team agreed to proceed with questions and rearrange information as needed.
- **Raising Awareness for the Newsletter** Dominic inquired about plans to raise awareness for newsletter participation, noting the prior definition focused on building awareness for involvement. LX clarified that the journey stages weren't "how might we" questions for them but rather paths to understand, and "how might we" questions would be for the team to address after gathering data. LX explained that the decision to start the newsletter project stemmed from conversations within the board and with Morgan to achieve a sustainable organization.
- **Contributions to the Newsletter** LX identified their contributions as creating a loose plan (template and proposal) and planning to write articles, including research on Techfleet's value proposition. Morgan's extensive work on materials and program plans will also be part of the newsletter, and they have been a significant contributor to past newsletters. LX mentioned Natasha's potential interest in communication but current lack of capacity and the need for a non-LX board member to chair the communications committee long-term.
- **Meta-Level Discussion on Interview Techniques** LX offered meta-level comments on conducting interviews, suggesting that understanding feelings and motivations ("how did you feel about that?") can provide deeper insights beyond just factual statements. Melanie l. inquired about the potential benefit of a prepared interview guide to facilitate conversation and deeper exploration of responses. LX acknowledged that a more structured approach with prior framework training would be ideal but noted the current situation involves simultaneous interviewing and explanation.
- **Hybrid Interview Approach and Framework Explanation Request** The team agreed to a hybrid approach of asking questions while LX provides explanations. Nihan Durmaz requested a walkthrough of the user journey framework, which LX provided at a high level, contrasting established processes with creating something new like the newsletter. LX described the stages: Status Quo,

Awareness, Consideration (what to consider for communication), Joining (volunteering), Participating (doing the work), Leading (owning the outcome), and Advocating (encouraging others).

- **Introduction of Pains, Gains, Retains, and Refrains** LX introduced the concepts of pains, gains, retains (things hindering change), and refrains (fears of change) as helpful areas to explore during user journey interviews to understand opportunity spaces. They suggested asking questions related to hopes, difficulties, nervousness, and desired continuations within each phase, using the "joining" phase as an example.
- **Proposal for a Practice Interview** LX suggested conducting a practice interview with one person (representing community contributors) to better understand the process, with others observing and applying insights to themselves. Dominic Bradley volunteered to take notes, and Melanie l. volunteered to be the interviewee for this practice session. LX offered to create a Calendly link for Melanie l. and Dominic to schedule the practice interview.

Suggested next steps

- ☐ Dominic Bradley will talk to Suyen about getting the story-based interview scheduled.
- ☐ melanie l. will be the interviewee and Dominic Bradley will be the notetaker for a story-based interviewing session led by LX to understand the community contributor perspective.
- ☐ melanie l. and Dominic Bradley will find a mutually convenient time for the story-based interview session.

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