

## Discussion Guide for Non-Member interviews

### Non-member interview goals

- a. **Awareness and resources used**- What's the awareness level of NW Fruit and other similar organizations? What resources they use for seeking info, what websites, apps they use, what info were they looking for?
- b. **Membership questions**- Are they members of other organizations? What motivated them? Thoughts on membership portal?
- c. **Events and virtual tours attended**- What events did they attend? How did they find out about it? Social media/ email? Interest in virtual tours?
- d. **Volunteer/ Donations/ Blogs**- Have they volunteered before? Their overall experience? Onboarding training? Online notifications etc, Motivations for donations? Concerns on online secure payment systems?

### Introduction (1 minute)

My name is Sarah, and I'm a researcher with NW Fruit.

I'm here to get your thoughts on your interest in fruit gardens, the challenges you face doing online research on fruit gardens, volunteer and membership motivations and .

Before we begin, I just wanted to bring a few housekeeping items to your attention:

- I'd like to **record** this discussion.
  - The recording is strictly for note-taking purposes
  - All of your comments will be held anonymously and reported in aggregate
  - None of your comments will ever be connected back to you personally
  - **Is that ok?**
  
- And I do want to stress that there are no right or wrong answers here – we're looking for honest feedback from our participants.

### Background (5 minutes)

I'd like you to tell me:

1. Your name
2. What you do
3. Can you share your interest in fruit gardens?

4. Have you heard of NW Fruit?
  - a. If yes, where did you hear about us?
  - b. Which other similar organizations do you know?

#### Resources used for seeking info (10 minutes)

1. Where do you currently go to seek help/ advice on fruit gardens?
  - a. In person- Who? What benefit do you get out of this relationship?
  - b. Which websites do you consult? What were you looking for? What do you like about them? What's missing?
  - c. Which apps do you use?
  - d. Have you consulted other online resources? Which ones? What were you looking for?
  - e. Do the current online sources meet your needs?
2. Do you prefer to use a smartphone, tablet, laptop or desktop computer to search for information?
3. What's your preferred learning style? Videos, reading, images

#### Membership questions (10 mins)

1. Are you a member of other similar organization?
  - a. If yes,
    - i. Which one?
    - ii. What motivated you to be a member?
    - iii. What membership benefits do you receive?
    - iv. Do you have access to a membership portal? If yes, do you find it beneficial? Can you share what features attract you the most? What additional features you would like to see.
      - Calendars – functionality
      - Forums / noticeboards - functionality
    - v. What's missing that you would like to see as a member?
  - b. If no,
    - i. What will motivate you to be a member?

### Events and Virtual Tours (15 minutes)

1. Do you attend events organized by other fruit garden associations or other organisations?
  - a. If yes, which organization? What kind of events? How often? In-person or virtual?
2. How did you find out about the events? Social media, email notification, through someone etc? How would you prefer to find out about them?
3. Do you go alone or together with other members/ friends?
  - a. If with other members/ friends, how do you organize? Do you use any online tools for meeting/ organizing?
4. Any email reminders sent before the event? How many?
5. How do you make notes of events that you're attending - physical diary, google calendar, app etc..?
6. Have you done virtual tours?
  - a. If yes,
    - i. Which sites?
    - ii. What did you like the most about the sites?
    - iii. What challenges did you face?
    - iv. What did you need help with the most?
  - b. If no, why not?
7. Do you prefer virtual tours or in-person tours?
  - a. Why?

### Volunteer, Donations, Blogs (15 mins)

1. Have you volunteered before? Where?
  - a. If yes,
    - i. What motivated you to volunteer?
    - ii. Can you describe your best volunteer sign up experience, starting from how you found out about it?
    - iii. How did you find out about it?
    - iv. Was an email notification sent with a link to sign up? Did the link take you to the website so you could explore more or it opened as a separate form?
    - v. What was the entire journey of signing up for the event? Any reminders sent before the event? How many?
    - vi. Was there an option of signing up for any onboarding training?
    - vii. Did you sign up for training?
    - viii. What was missing?

- ix. What challenges did you face?
2. What would be a barrier stopping you from volunteering for an organization?
  3. How would you like to hear about volunteering opportunities - email, text, social media etc.?
  4. Tell me about a time you made a donation to an organization. What was the motivation and driving force?
    - a. Were you nervous about using an online payment system?
    - b. Did you feel your payment details were secure on the website?
    - c. What payment methods were provided?
    - d. What can we do to ensure you feel safe about using an online system?
  5. Tell me about a blog or a newsletter you regularly read. Why do you read those particular ones?

### **Conclusion (2 minutes)**

This was my last question. Do you have anything to add that you think can really help us in designing a great website?

Thank you very much for your valuable time and answering my questions.

### **Project Involvement (2 minutes)**

1. Would you like to be involved in our website redesign? If yes, please share your contact details
2. Do you have any other suggestions?