# A1: Needfinding

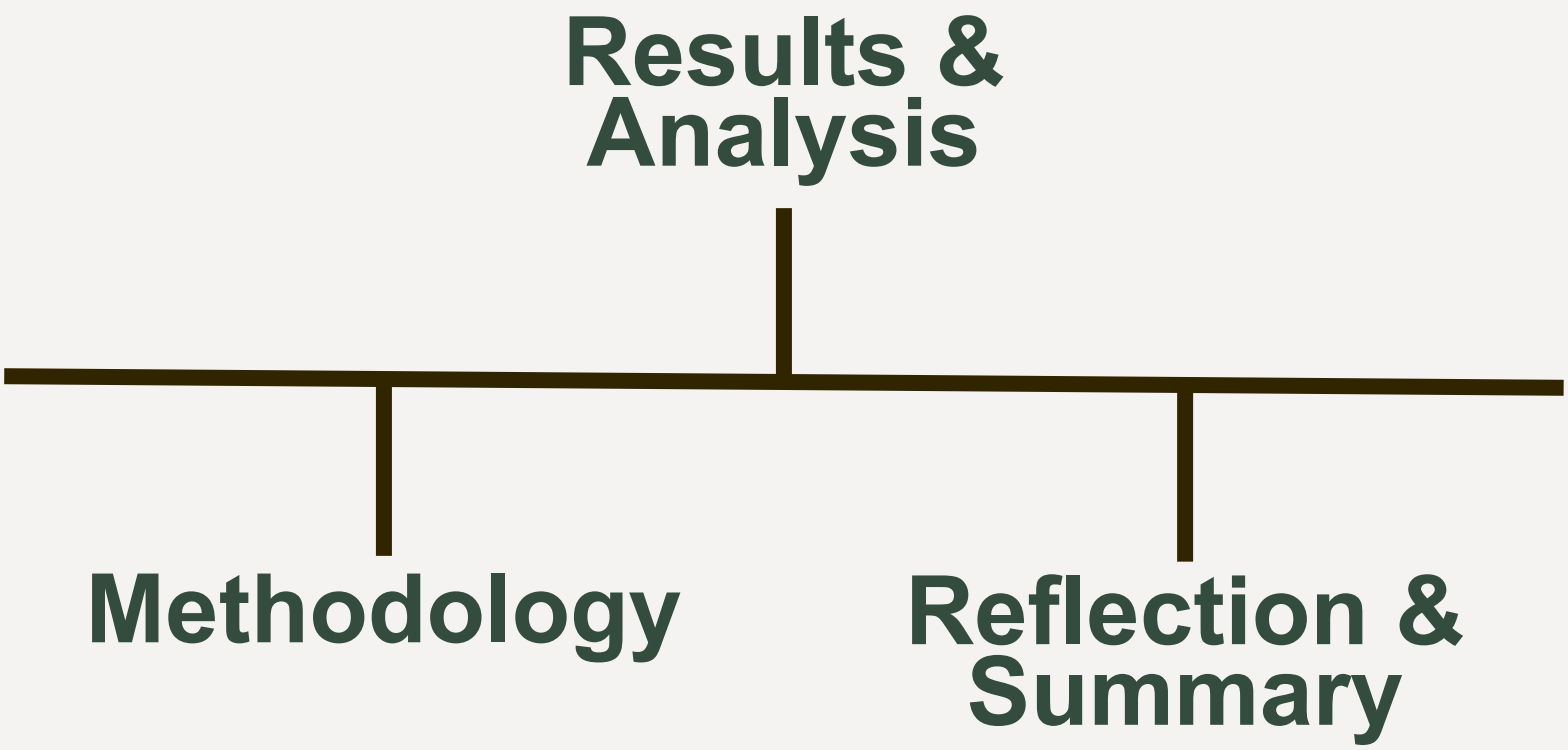
Prince Jayhon Gadia
Jia Li
Andy Phuong
Tenzin Tara



# Introduction



Our initial focus: **one's relationship with nature, day-to-day or weekly**


Results &
Analysis
Methodology
Reflection &
Summary

# Methodology

# Interviewees

- **Mr. E, a 79-year-old “retired” professor**
  - Worked at US Department of Energy, various administrative boards, testified before Congress
  - Engineer, frequent traveler, sustainability expert
  - Reached through cold email and interviewed on campus
- **Daniel, a middle-aged hiker and outdoorsy person**
  - Lived in East Coast, Colorado, and West Coast
  - Likes to plan intense expeditions and trips
  - Reached through a friend of a friend, interviewed on campus
- **Lag, a young adult and software engineer**
  - Recently moved to the US from Mexico
  - Cyclist, dislikes cars
  - Spontaneously interviewed in Mountain View

# Questions

- Definition of engaging w/ nature
- Current relationship w/ nature
- Recalling their memorable encounters with nature/outdoors
- Sentimental, spiritual, & philosophical relationship w/ nature
- Various follow-up questions

# Tools / Apparatus

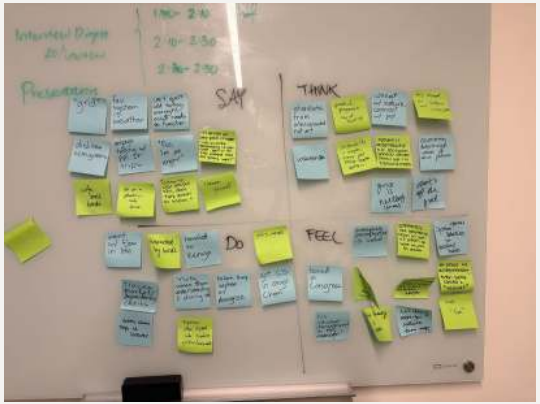
- Transcribing: Voice Memos & Otter.ai
- Audio recording: Lavalier Microphones
- Video recording: iPad Camera



Otter.ai

| Interviewee | Team Members Involved | Role |
|---|---|---|
| Mr. E | Tenzin | Primary interviewer |
| | Prince | Secondary interviewer |
| | Andy | Note-taker + follow-up Qs |
| Daniel | Jia | Interviewer |
| | Andy | Note-taker + follow-up Qs |
| Lag | Prince | Interviewer + Note-taker |

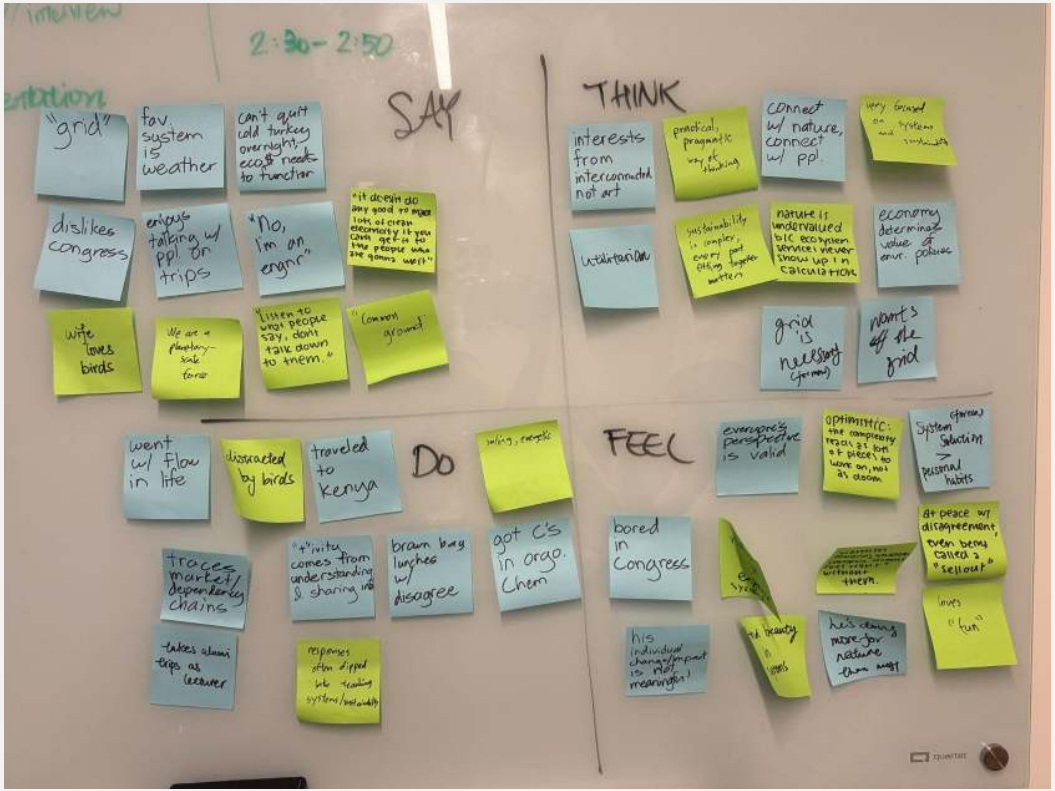
# Results/Analysis


SAY
THINK
DO
FEEL


SAY
THINK
DO
FEEL


THINK
DO
FEEL

# Mr. E




"No, I'm an engineer"

"We're actually a planetary-scale force."



# Daniel

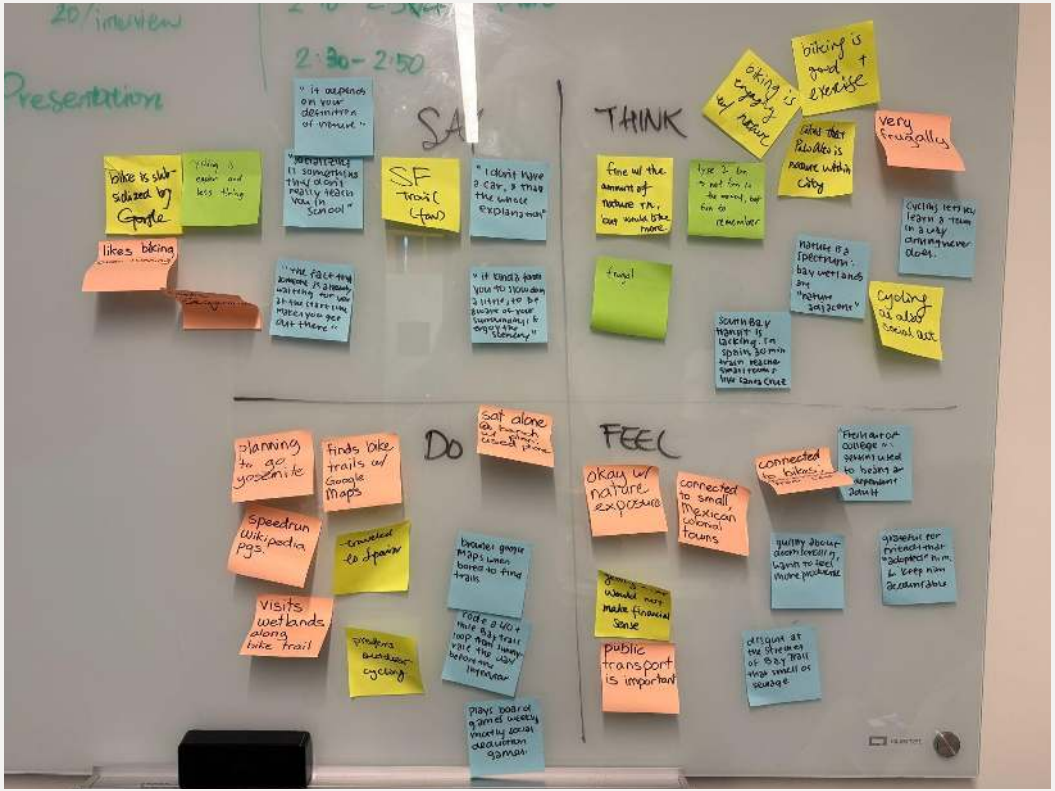



"Jobs are not your lives."

"Nature is better shared."



# Lag




“That's one of my main regrets about living here [in Mountain View]. I haven’t explored a lot of the really cool national parks.”



# Reflection/Summary

# Reflections

## Learnings About the Process

- Better feel for and understanding of “semi-structured” interviews
- Nervousness fades when talking
- People are very happy to be interviewed and talk about themselves
- Follow-up questions and adapting is key

## Potential Changes

- Abstract questions are hit-or-miss
- Skewed sample (three middle/high-income male adults in the Bay Area who already like the outdoors)
- Could ask for more visual media/artifacts (pictures and routes, etc.)
- Sometimes failing to avoid leading and binary questions

# Summary

- **People associate nature with both physical and mental distance from work**

> “…less being [in nature]
> and more not being
> somewhere else.”
> - Daniel

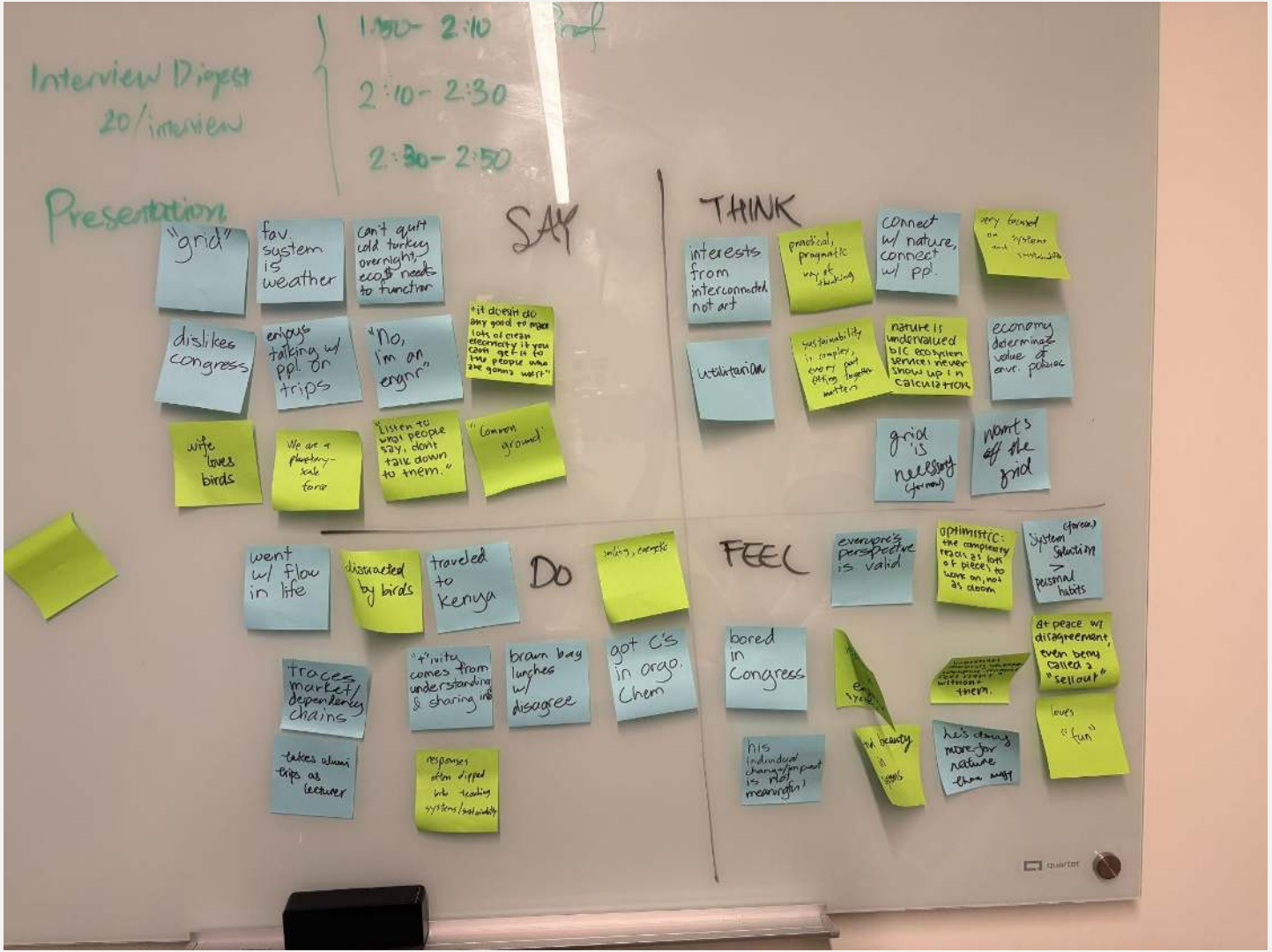
- People are content w/ their exposure to nature on a daily basis
- “Being in nature” is different for everyone
- Work clashes with people’s ability to participate in nature
- Mobile apps can distract from the experience; only support in rare instances

# Appendix

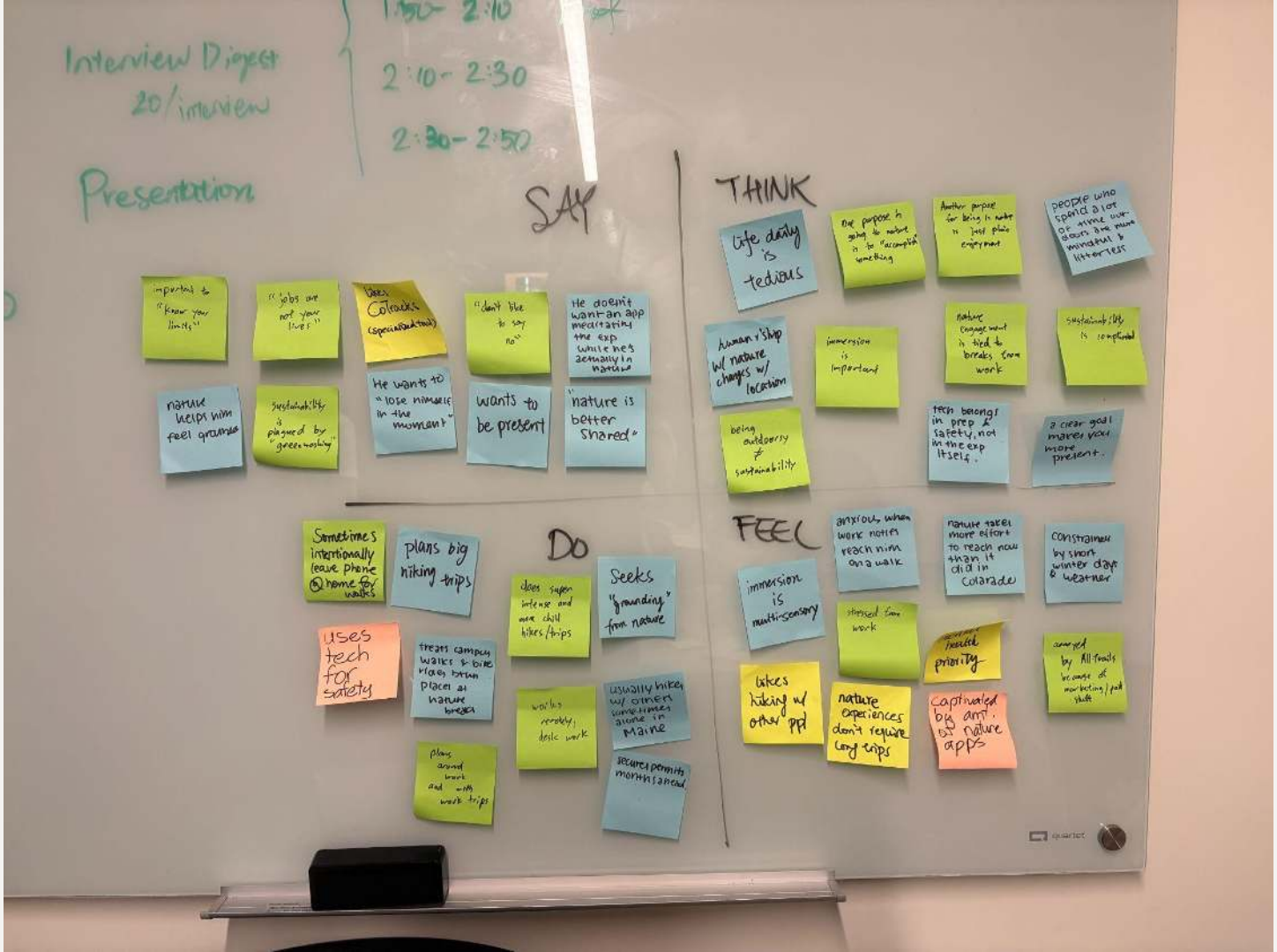
- Transcripts: https://docs.google.com/document/d/1_eNRVzrZ4yhjgwkIfBliLB_2NE93V2-7q0w1IVwhjSc/edit?tab=t.0
- Images:
  - Tree roots photo by Omar Ramadan on Unsplash
  - Crown shyness image from Wikipedia https://commons.wikimedia.org/wiki/File:Dryobalanops_Aromatica_canopy.jpg#/media/File:Dryobalanops_Aromatica_canopy.jpg
  - Junco stock photo https://www.istockphoto.com/photos/junco-bird
  - Owls and bridge photos from interviewees
- Visuals and empathy maps on following slides

| Interviewee | Team Members Involved | Role |
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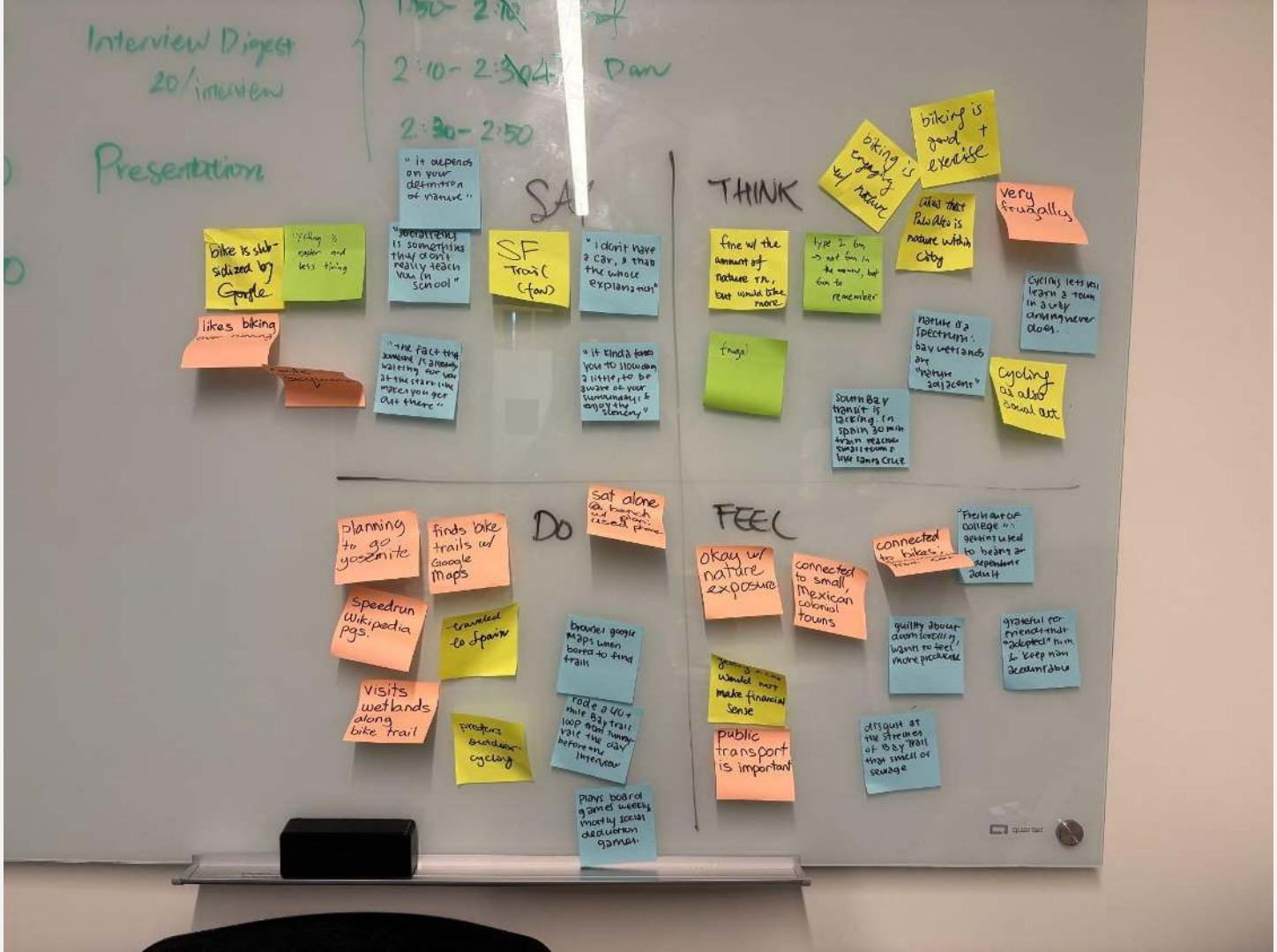
# Mr. E


Interview Digest
20/interview
1:50- 2:10
2:10- 2:30
2:30- 2:50
Presentation
"grid"
fav. system is weather
can't quit cold turkey overnight, eco$ needs to function
dislikes congress
enjoys talking w/ ppl. or trips
"No, I'm an engnr"
"it doesn't do any good to make lots of clean electricity if you can't get it to the people who are gonna want"
wife loves birds
We are a planetary-scale force
"listen to what people say, don't talk down to them."
"common ground"
SAY
THINK
interests from interconnected not art
practical, pragmatic way of thinking
connect w/ nature, connect w/ ppl.
very focused on systems and sustainability
utilitarian
sustainability is complex, every part affects (negative matters)
nature is undervalued b/c ecosystem services never show up in calculator
economy determines value of env. policies
grid is necessary (forever)
wants off the grid
DO
went w/ flow in life
distracted by birds
traveled to Kenya
smiling, energetic
traces market/dependency chains
"activity comes from understanding & sharing info"
brown bag lunches w/ disagree
got C's in orgo. Chem
takes alumni trips as lecturer
responses often dipped into teaching systems/sustainability
FEEL
everyone's perspective is valid
optimistic: the complexity reason it isn't a lot of pieces to work on, not as doom
System (forces) Solution → personal habits
bored in Congress
his individual changes/impact is not meaningful
at peace w/ disagreement, even being called a "sellout"
loves "fun"
he's doing more for nature than most
quartet

# Daniel


Interview Digest
20/interview
2:10- 2:30
2:30- 2:50
Presentation
SAY
THINK
DO
FEEL
life daily is tedious
nature helps him feel grounded
wants to be present
"nature is better shared"
immersion is important
immersion is multi-sensory
plans big hiking trips
uses tech for safety
Seeks "grounding" from nature
likes hiking w/ other ppl
nature experiences don't require long trips
captivated by apps
constrained by short winter days & weather

# Lag


Interview Digest
20/interview
2:10- 2:30
2:30- 2:50
Presentation
SAY
THINK
DO
FEEL
"it depends on your definition of nature"
SF Trail (fan)
"I don't have a car, so that's the whole explanation"
bike is subsidized by Google
likes biking
"it kinda forces you to slow down a little, to be aware of your surroundings; I enjoy the slowness"
fine w/ the amount of nature TPA, but would like more
biking is good exercise
biking is enjoyable and relaxing
very frugal
cities that PaloAlto is nature within city
cycling lets you learn a town in a way driving never does.
nature is a spectrum: bay wetlands are "nature" 20 | 2 cents
cycling as also social act
frugal
South Bay transit is lacking. In Spain, 30 min train reaches small towns like Sans Cruz
planning to go yosemite
finds bike trails on Google Maps
Speedrun Wikipedia pgs.
traveled to Spain
visits wetlands along bike trail
prefers outdoor cycling
browses google maps when bored to find trails
rode a 40+ mile bay trail loop after hunting all day before my interview
plays board games weekly mostly social deduction games.
sat alone at bench and reading phone
okay w/ nature exposure
connected to small Mexican colonial towns
connected bikes
public transport is important
guilty about doomscrolling, want to feel more productive
disgust at the stenches of Bay Trail that smell of sewage
grateful for friends that adopted him to keep him accountable