



Nathan Lucy

Research Case Study

The Course for Human-Centered Design by IDEO.org + Acumen



Problem

How might we enable more young people to become social entrepreneurs in the St. Louis region?

In-Depth Interview Guide - SOCIAL ENTREPRENEUR

Open/General Questions

Opener

- "Thank you so much for making the time to speak with us today."

Icebreakers/Rapid Fire

- What's the last book you read?/What books do you recommend/gift most often to friends and peers?
- If you could pick one superpower, what would it be?
- If you could invite anyone, fictional or historical, to dinner, who would you pick?
- What is the thing that surprises people about you? Do you have any unusual interests or experiences you'd be willing to share?

Background

- Name, Age, Position/Organization, Length of tenure
- I want to start with where home is for you?
- What's your family background?
- [If a transplant to St. Louis]: How did you end up in St. Louis?

Going Deep Questions

Definitions

- What do you think of the term "social entrepreneur"? What does it mean to you? Is that how you would define yourself?

Career

- Tell me about your educational background.
- Tell me about how you started your business.
- **What got you over the hump of having the idea, to thinking you could make it a reality?**
- **What was the biggest risk you took?**
- [If not obvious] What's the story behind the name of your business?
- What do you hope to accomplish in the next year? The next 3-5 years?

Motivation

- **What makes you get up in the morning to do what you do? (When do you feel at your best?)**
- Was there a mentor or someone else in your life that made a particularly big difference on your career path?
- What values guide your life?

Habits/Routines (5 minutes)

- What does the first hour of your day look like?
- When do you do your best work?

EXPERT

i.e., someone who studies or supports social entrepreneurs, e.g., investor, researcher, incubator director, lobbyist, attorney

Open General

Chatty & Easy

- What did you have for breakfast this morning?
- What's your favorite season of the year?
- What's your favorite place you have traveled to?
- Where is home for you?

Icebreaker

- If you could pick one superpower, what would it be?
- If you could invite anyone, fictional or historical, to dinner, who would you pick?
- If you had to use \$10 in 24 hours, how would you spend it?
- When was the last time someone or something made you smile? Why?

Demographic

- Who makes up your family or household?
- Are you from St. Louis? If not, why did you come here?
- Where did you grow up?
- What was your educational background?

Interests/Passions

- What social or activist causes interest you?
- What's your biggest dream in life?
- What type, if any, of volunteer work have you participated in?
- Where do you get your inspiration from?
- What is the one quote that would describe how you live your life?

Career

- What characteristics do you value in your colleagues?

Resources

- What journals, newspapers, and other media do you read to read about news and others in social entrepreneurship?
- How do you "stay ahead of the curve"? Do you think it's necessary? If yes, why and how do you do it?
- What do your formal and informal networks look like? Do they mostly comprise of other social entrepreneurs? Why or why not?
- How did you build your support network?

(ASPIRING) SOCIAL ENTREPRENEUR - INTERCEPT

Introduction

Hi there, we're part of a group studying HCD with a program designed by IDEO. My name is _____ and this is _____. We're trying to understand why some social entrepreneurs succeed and others fail to move beyond the initial idea phase.

- Could we talk to you for 5 minutes or longer if you have time?
- Do you also mind if we record and take some photos to document the interaction so we remember it?
- Do you mind if they're posted online for education purposes or to showcase our work?

Screening

- How long have you been doing this?
- What's your age?

List out criteria: age range, years doing what they are doing

Open General

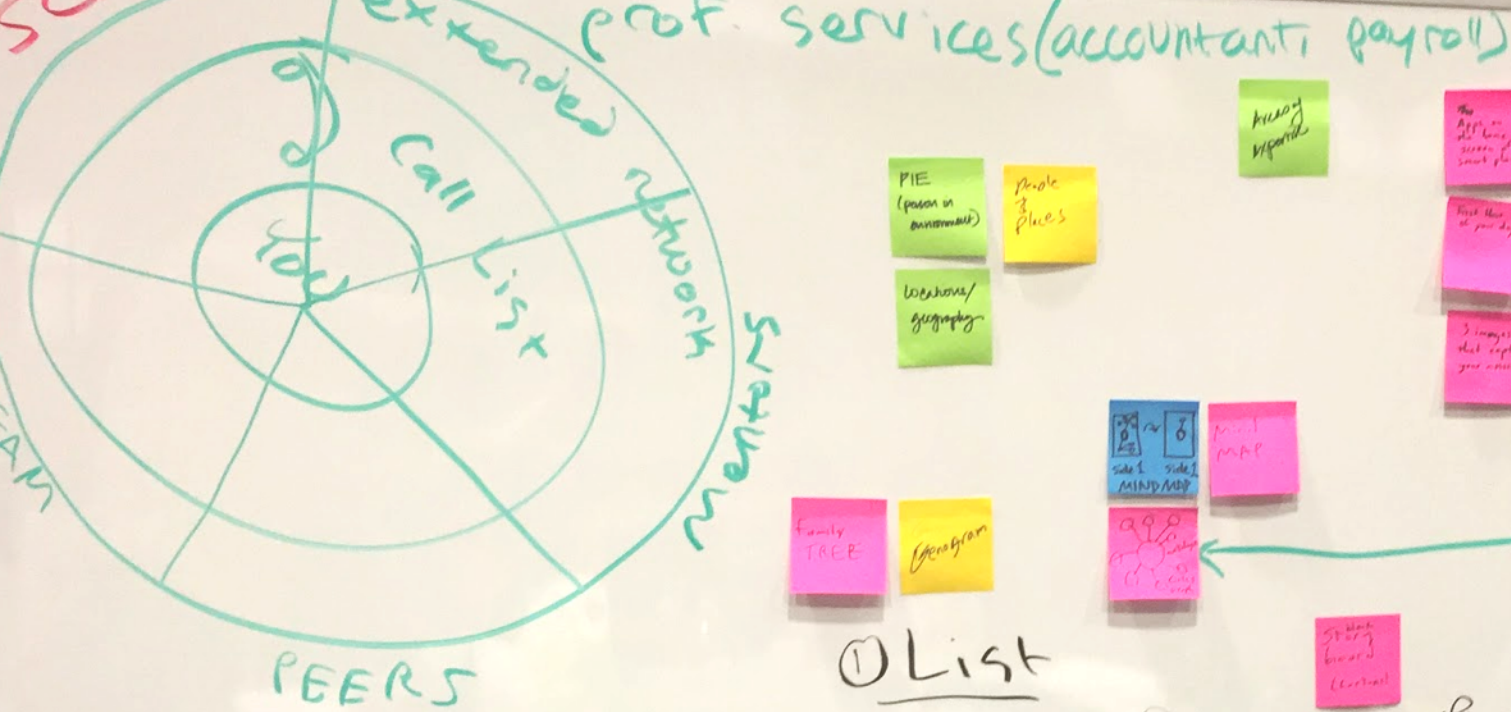
- What's your name?
- Where are you from? (If not from St. Louis, what brought you out here?)
- What's the name of your organization?
- What do you do for _____?
- Why did you start _____? (If they're the founder)/How did you get involved with _____?
- What was the hardest part about getting started?

Then Go Deep

- What do you think of the term "social entrepreneur"? What does it mean to you? Is that how you would define yourself?
- Do you think there is a difference between a social entrepreneur and a social activist?
- Imagine your organization had the biggest social impact you could hope for. What would be different about St. Louis? Why?
- What challenges are preventing you from having that impact? Why?
- If you could change one thing about the ecosystem for social entrepreneurs in St. Louis, what would it be? Why?

Research

Interview Guide: We developed a set of interview guides for intercept and in-depth interviews with social entrepreneurs and subject matter experts.



PIE
(person in environment)

People
3 places

Workhome/
geography

Always
impaired

The App: as
the time
screen of
social place

First time
at your day

3 images
that capture
your network

side 1 side 2
MIND/MAP

Personal
MAP

Family
TREE

Geography

app
network
social
place

Call
list

Ranked
List
Ranked
system

Checklist
on table

3 images
that capture
your network

① List

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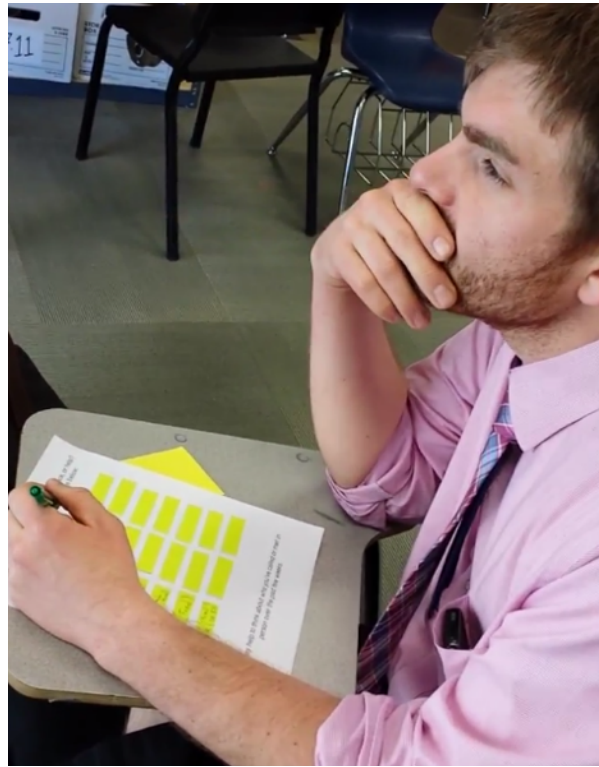
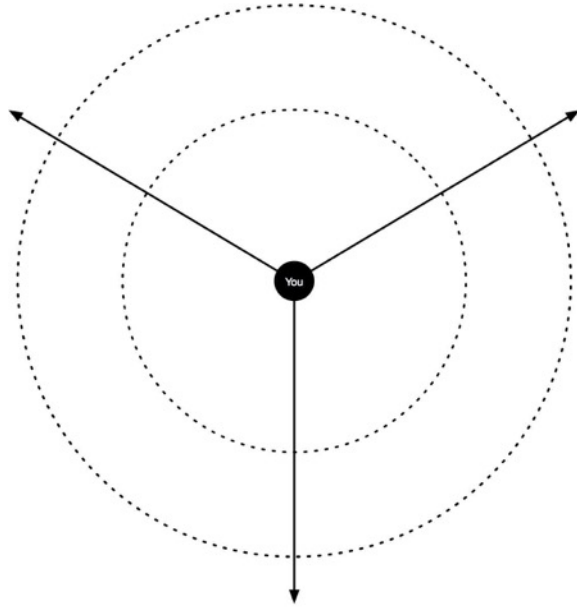
② Group → Pre-defined
Communities



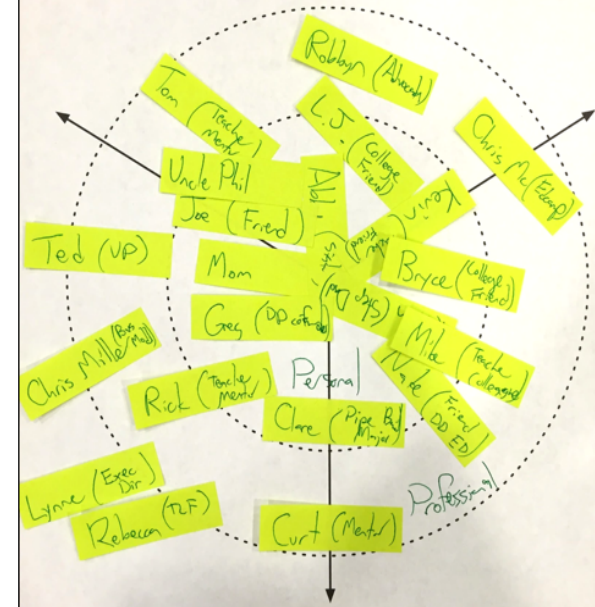
Research

Mapping Activity: We developed an activity for mapping support networks.

2. Place the names on this chart.



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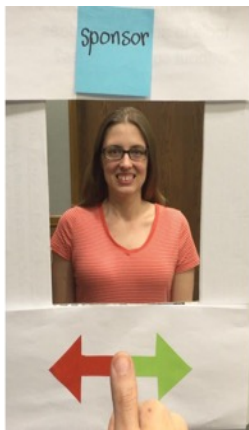
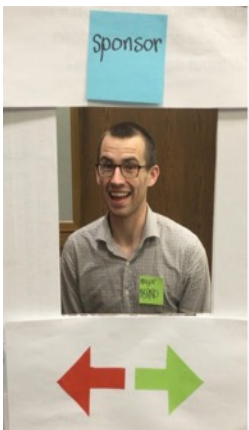
Research

Mapping Activity: This map exposed insights about their support networks.



Synthesis

Key Insight: You can make an impact without making an income.



Prototype

The Idea: A service that matches social entrepreneurs with corporate sponsors.

Video: We brought our service to life with a simple **video prototype**.



Contact

+1 (314) 799-7524

nathan@nathanlucy.com