

Empathy Method: Probes

PROBE:

TIME/MONEY SORTING CARDS

INTENTION:

Understand how people think about the trade-off between money and time in their lives.

INSTRUCTIONS:

Supplied is a set of cards with various time and money values. Use these cards to watch someone order them from most to least valuable and better understand how he/she values time and money.

1. First, ask your interviewee to quickly browse through the cards.
2. Next, find a flat surface, and ask your interviewee to begin ordering the cards from least valuable to most valuable.
3. As your interviewee is ordering the cards, ask him/her to share how trade-offs are made. Why is he/she placing the cards in the order chosen?

POSSIBLE FOLLOW-UP QUESTIONS:

"I noticed you said/did . . . Can you tell me more about that? Why did you decide to . . ."

"Tell me about a recent time (a specific day) you felt short on time? Walk me through that day."

"Within the last week, what was an instance you spent money that you remember? What was a time you were particularly happy to spend money?"

"What is a time you remember that you regretted spending money? Why was that particularly regretful?"

TAKE NOTES!