

HEAR Interview Guides

HEAR Phase - Initial HCD Deep Dive // USER

Big Goals

1. Uncover insights related to the perceptions, motivations, and barriers for users to purchase, adopt, and maintain latrines.
2. Uncover insights related to the perceptions, motivations, and barriers to producers/suppliers to create, sell, and maintain latrines.
3. Understand the financial and social costs and challenges faced by households with latrine adoption/lack of adoption.
4. Understand consumer and actor insights related to a desirable, viable and feasible business model: 5 P's (Product, Price, Promotion, People, Place).
5. Run a parallel HCD exercise to trace the user journey of a potential *toilet purchaser*, focusing on their decisions to purchase, use and maintain a toilet.
6. Design a livelihood calendar as it related to income generation and spending priorities.

To achieve big goals, the discussion will focus on the following key areas:

- General
 - Income/Expenses
 - Lifestyle (Respondent/Residents)
 - Home/Land
- Health & Safety
- Financial Services
- Climate Resilience
- Decisions re: Toilet
- Price/Promotion/Place
- Delivery
- Install
- Problems

Introduction – warm up

1. Hello, my name is ----. I come from ----- and I want to know about your house and your life.. I am not here to sell or buy anything, nor give away anything for free. Please be honest and open, tell us what you like and what you don't like as it will help us learn better. All your answers will remain confidential, and you are not obligated to answer if you do not feel comfortable. You can stop the interview at any time, and please feel free to ask questions. We are here to understand how your toilet works/doesn't work. We are going to ask you a series of questions about your life and your toilet and your experience with it.
2. Is it OK to continue?
3. What is your name?
4. How old are you?
5. Where do you live?

- a. How long have you lived here?
6. How big is your family? Do they all live here with you?
7. Do you own this land? Or do you rent it?

GENERAL

Income/Expenses

1. What is your main source of income? Are there any additional sources? (Explore off-farm income: fishing, labor, etc.)
2. Can you tell me about your expenses?
 - a. Explore the order of expenses/priority.
3. When do you have the most money? When is money very scarce? Why?
 - a. Explore time of year. Specific events: sickness, wedding.

Lifestyle

1. Explore: What do they do?
2. Explore: What do they eat? Alternative sources of food? Do they buy food? Where do they buy food?
3. Explore: Diet & Nutrition
4. Explore: What are the upgrades that consist - house upgrades? Prompt: Toilets?
5. Explore: Upgrades: If they currently pay for electricity? Do they pay? Water? (zinc roofs plaster on the wall, what they cook with)
6. Explore: Get a picture of the area: roads, electricity, get a general landscape.
7. Explore: Health of the respondents/residents, health care facilities, hospital visits
8. Explore: Economic activity in the area, drinking water, water source, power, roads, phone network

Home/Land

1. Is this the area of your home? Does it remain the same all year round? Why/why not?
2. Did you notice any change in the area that your house is on the last few years? Did it increase? OR decrease? Why/why not?
3. Do you have flooding in the monsoon season?
 - a. Can you show me where it floods to?
4. Have you had any problems with your home in the monsoon season? What happened?
5. Did you fix it? How?

Health & Safety

1. Do you and your family get sick sometimes? How often?
 - a. Are there times during the year when you are sicker?
2. What makes you sick do you think?
3. Have any dangerous things happened to you or your family?
4. Explore: People's thoughts about defecation during the monsoon

Financial Services

1. Do you currently have a loan? What did you take the loan out for? Who did you take the loan from? If no, why not?
2. When you want to take out a loan, is it difficult to do? Why or why not?

3. Are you able to pay your loans back? Why or why not?
4. Are all members of the community able to get a loan when they need to? What does a person need to have in order to access a loan? What type of person is not able to access loans?
5. Are you able to save money?
6. What resources do you need to invest more in your house?

Climate Resilience

1. How has the weather/rainfall pattern changed over the last years? Has there been any change? Does it have any impact on your house?
2. Has the source of water changed? Has the rainfall/sunshine received changed? Did it impact your crops/vegetables?
3. How do you get information about the weather?
4. Have you seen any changes in the weather? Over what period? How has the weather changed?
5. How do changes in the weather affect you? What changes do you make because of the change in weather?

Decision to Toilet

1. Do you have a toilet? Can you show us?
2. Observe: distance from home, general condition, materials used
3. When did you buy this toilet? From whom?
4. Why did you decide to get this toilet?
5. How much did it cost, do you remember? Did you think that was expensive?
6. Did you get a loan for the toilet? Can you tell us about it?
7. Who delivered the toilet? How did they get here?
8. Who installed the toilet? Do you think they did a good job?
 - a. If self install, explore training, process.
9. How long did the installation take? Was that long? Short?
10. Who uses the toilet?
11. Do you use the toilet in the monsoon? Why? Why not?
12. Does the toilet flood during the monsoon?
 - a. If yes, where do you go to the bathroom?
 - b. Explore: process/barriers/pain points
13. Would you prefer to use a toilet and not the river?
14. What problems does the toilet have?
15. Do you ever fix the problems?
 - a. If yes, who do you call? How much does it cost?

If no toilet...

1. Do you have a toilet? Can you show us?
2. Why don't you have a toilet?
 - a. Explore the land, cost, transport...
3. Where do you use the bathroom?
4. Where do you use the bathroom in dry season?
 - b. Monsoon?
5. What is difficult about this for you?
6. If you wanted to buy a toilet, where would you get one?
7. What would change your mind about having a toilet?
 - c. Explore: sickness, wedding, etc.
8. Are toilets expensive? How much do you think a toilet is?
9. Can you get a loan for a toilet? Why? Why not?
10. Where do you hear about toilets sales?
11. What is the last big purchase you made?
12. Does your house flood during the monsoon?
 - d. Do you have other problems, can you show me?

- e. Explore: process/barriers/pain points
13. Would you prefer to use a toilet and not the river?

Dream Toilet!

Now we are going to do a little fun activity together, like school. Is that okay?

Prompt:

I want you to imagine you can build a new toilet, anything you like, okay? BUT you and your family have to use this toilet year-round during the monsoon and dry season, okay?

Where would you hear about this dream toilet?

Where would you buy this dream toilet?

What month would you buy this dream toilet?

How much would it cost?

Who sells you this dream toilet?

Who do you tell about your dream toilet?

Where would you put it?

Why?

HEAR Phase - Initial HCD Deep Dive // PRODUCER

Team: Abby, Imran, Mary, Badrul

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Introduction – warm up

1. Hello, my name is ----. I come from ----- and I want to know about your business and your life.. I am not here to sell or buy anything, nor give away anything for free. Please be honest and open, tell us what you like and what you don't like as it will help us learn better. All your answers will remain confidential, and you are not obligated to answer if you do not feel comfortable. You can stop the interview at any time, and please feel free to ask questions. We are here to understand how your business works/doesn't work. We are going to ask you a series of questions about your life and your business and your experience with it.
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5. Where do you live?
 - a. How long have you lived here?
6. How big is your family? Do they all live here with you?
7. Do you own this land? Or do you rent it?

GENERAL

Income/Expenses

1. What is your main source of income? Are there any additional sources?
2. Can you tell me about your expenses for your business?
 - a. Explore the order of expenses/priority.
3. When do you have the most money? When is money very scarce? Why?
 - a. Explore: time of year. Specific events: sickness, wedding.

Business/Land

1. Is this the area of your business? Does it remain the same all year round? Why/why not?
2. Do you have flooding here in the monsoon season?
 - a. Can you show me where it floods?
4. Have you had any problems with your business in the monsoon season? What happened?

5. Did you fix it? How?

Work - Labor

1. How do you work? Do you work alone? How many hours per day? Days per week?
2. Is this just you who does this business, or do other members of your family assist you? Has this changed since you started the business? If yes: Why? When? If no: Why not? Would you like this to change?
3. Do you engage others for your work? Do you require additional labor - when?
4. Do you hire anyone to work on your business? Do you need more labor support to do more?

Productivity - Products

1. What products do you sell/make?
2. Who do you sell to?
3. What time of the year do you sell the most toilets?
 - a. Why?
4. For how long have you been producing toilet parts?
5. What are some of the challenges you have producing toilets?
6. After you sell a toilet, what happens?
7. How do you transport the parts to the household? Has this changed over the years?
8. Where do you buy your materials?
 - a. Observe: different materials, processes
9. What do your customers complain about?
10. Do customers toilets break during the monsoon?
11. Which parts break the most often?
12. Do you people ever ask you to fix the toilet?
13. Do people install the toilets themselves? Do you think this is a good/bad idea?

Organization(s) - Context

1. Which organizations are you currently working with? Which ones have you worked with in the past?
2. What services or resources do you receive from this organization?
3. Do you have to pay for them?
4. What are the benefits of working with this organization? Why is that a benefit? How does that help you?
5. What could this organization do to help you more?
6. Is there anything these organizations do that prevent you from being a better farmer?

Financial Services

1. Do you currently have a business loan? What did you take the loan out for? Who did you take the loan from? If no, why not?
2. When you want to take out a loan, is it difficult to do? Why or why not?
3. Are you able to pay your loans back? Why or why not?
4. Are all members of the community able to get a loan when they need to? What does a person need to have in order to access a loan? What type of person is not able to access loans?
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HEAR Phase - Expert Stakeholders

Gathering information from experts who have worked in the project areas: Chars and Haors. What has worked? What has failed?

Questions

Organization General—

Can you tell me a little bit about your organization and what it does?

And in the WASH space?

What have been some of the general challenges that you face within the WASH space? Technical? Logistical? Adoption?

Geography Specific—

Can you tell me about some of your organizations work in Chars and Haors? This doesn't have to be WASH...

What are some of the common challenges you find within your work in these areas? (People, supply-chain, financing, etc.)

Tell me about your organizations WASH specific work in these areas....

How long have you been working there?

What has worked? Why?

What has failed? Why?

In your opinion, what are some of the reasons people do not have adequate sanitation in these areas.