

TID interviews



Activity type	Innovation phase	Difficulty	Duration
Data collection	Research	1/5	1h
Location		Materials required	
Ideally chosen by the participant		note paper, Dictaphone	
Participants		Operational team	
Informant		1 interviewer (+ 1 secretary)	
1			
Users of the district who represent the chosen theme			
Advantages		Important points	
Enables us to understand how the district is perceived on a personal level, enables us to collect original anecdotes.		In this highly qualitative approach, it is important to capture the attitude, body language and interviewee reactions to the questions, in addition to their responses. Non-verbal communication is just as important as what is said.	

METHODE Data collection

TID interviews



Qualitative interview enabling us to understand the identity of a district from the point of view of specific stakeholders- district thematic experts. This interview is mainly functions as an identity analysis. It covers diverse themes concerning various facets of a retail district: urbanism, history, geography, economic development, etc.

Preparation

- Choose experts to interview, according to their occupation and profile
- Organise a meeting place
- Prepare note taking materials



Proceedings

- The moderator explains the background of the project to the participant
- The interviewer asks questions at an appropriate pace, allowing conversation to flow freely.
- The interviewer or the secretary takes notes on the conversation

Transmission of results

- Write up the notes
- Analyse the surveys and find points of convergence and divergence
- Produce a survey report
- Send a satisfaction questionnaire to the participants
- Optional: Produce and publish an article about the workshop