

## **Interview Summary – Game Developer Student**

To ensure that we are on the right direction for the Morphienn brand identity, we conducted interview with game developer student- potential audience of our client:

### **What the interviewee liked:**

- Described the branding as dark, edgy, and alternative.
- Thought the **logo** was fitting—dark and creative, with strong symbolism
- Liked the fonts, which gave a dystopian, video game-like and robotic vibe.
- Said the colors felt powerful, modern, and worked well with the glitch-core and cyberpunk aesthetic.
- Believed the branding matched well with Morphienn's horror and alternative **music** identity.

### **Suggestions / ideas:**

- Branding would work well on **merch** like especially hoodies, album covers, and posters.
- Saw potential for Morphienn's growth on digital platforms like Instagram and TikTok.
- Imagined Morphienn collaborating with game developers and other musicians in the future

### **Conclusion from Interview:**

Overall, the interview ensured us that we are on the right direction and have created a brand identity that matches our client.

## ***Interview questions – student***

### **Background and Motivation**

1. Can you tell us about your academic background and current area of study in STEM?
2. What inspired you to pursue a career or studies in STEM?
3. What challenges do you personally face in pursuing your studies in STEM?
  - How could SheLab help address these?
1. Have you ever felt the need for a platform like SheLab in your academic or professional journey? If yes, why?

### **Community and Support**

1. Do you currently use any online communities or platforms for women in STEM? If yes:
  - Which ones, and how often do you use them?
  - What do you like about them?
  - What do you think is missing from those platforms?
1. How important is it for you to connect with other women in STEM (e.g., for mentorship, networking, sharing ideas)?
2. What type of support would you value most from a community like SheLab (e.g., advice, connections, job resources, event listings)?

### **Content Preferences**

1. What kind of content do you find most engaging? (e.g., articles, blogs, interviews, videos, event listings, job postings).
2. Are you more interested in practical resources (like job listings and career advice) or inspirational content (like success stories and interviews)?
3. How often would you engage with new content (e.g., daily, weekly, monthly)?
4. What topics would you like to see covered? Examples:
  - 5.

- Career development
- Overcoming challenges in STEM
- New trends and innovations in STEM
- Historical achievements by women in STEM
- Mentorship opportunities
- Work-life balance tips for women in tech

6. How could SheLab's content, such as newsletters or blogs, complement your STEM coursework or projects?
7. How can students like you contribute to SheLab's mission or benefit from being part of this community?

### **Platform Features**

1. Which of the following features would you find most valuable on SheLab? (Follow-up for clarification if they choose any):
  2.
    - Job listings
    - Event information
    - University program listings
    - Blog articles
    - Community forums or discussion boards
    - Mentorship opportunities
    - Newsletters with curated content
  3. How important is a user-friendly and aesthetically pleasing design for you when using a website?
    - Can you share examples of platforms you find visually appealing?
    - How can SheLab make its platform more appealing and user-friendly for young people or students just starting their STEM journey?
  1. What additional tools or features would you like to see on SheLab to make it more useful for students?

2. Would you be interested in contributing content to SheLab as a student? If yes, what type of content would you create or share?
3. How can SheLab make its articles and blogs more engaging for students who are just starting out in STEM?

### **Career and Professional Goals**

1. Are you currently seeking internships, job opportunities, or mentorship in STEM fields?
2. If SheLab included job listings or professional development resources, what kind of information would you find most helpful (e.g., company insights, salary ranges, role descriptions)?
3. Would you be interested in seeing universities offering STEM programs or events for further study?
4. How would you use a platform like SheLab to further your interests or career in STEM?
5. What kind of success stories would you like to see highlighted on SheLab to inspire students?
6. What resources could SheLab provide to help students transition from academics to the workforce in STEM fields?

### **Engagement and Behavior**

1. How much time do you typically spend engaging with online communities or platforms related to your studies or career interests?
2. What would encourage you to revisit a platform like SheLab regularly (e.g., new content, updates, exclusive events)?
3. Do you have concerns about using an online platform, such as privacy, user experience, or moderation?

### **Feedback on Current Tools**

1. What are the biggest frustrations or limitations you've faced when using platforms for women in STEM, if you use any?
2. How would you envision SheLab improving or replacing these tools?
3. Is there anything else you'd like to share about your expectations, needs, or hopes for SheLab?

Do you have any questions for us?

## ***Interview questions - teacher***

### **Introduction**

Hello, my name is [], and I will be interviewing you today about a new platform my team is developing called SheLab. We aim for SheLab to be a networking platform about women in STEM. In our website users will be able to read articles about different fields of STEM regarding, read industry news, view job listings and university options based on what they search, be a part of a inner community in a Discord Server to connect with other women in STEM.

Furthermore, we plan on posting about events, engage users with interactive content and give the users a chance to be part of the content making process by sending us ideas via email. Before we continue. Do we have your consent to make a recording of the interview to help us make a transcript and proper analysis?

### **Background and Experience**

1. What is your name?
2. Do you know what STEM is?
3. Can you tell us about your background in STEM and your current teaching role?
4. What motivated you to pursue a career in STEM and later transition into teaching?
5. What subjects or topics do you primarily teach, and how do you stay updated on developments in your field?
6. Have you faced challenges as a woman in STEM?
  - If yes, how have you overcome them, and do you share these experiences with your students?

### **Mentorship and Community**

1. How important is mentorship for women in STEM? Have you mentored students or colleagues? If so, what was your experience?
2. Would you be interested in participating in mentorship opportunities through SheLab (e.g., guiding younger women, sharing career advice)?
3. Do you feel there is a strong community for women in STEM in your academic or professional circle? What's missing from these communities?

### **Content Preferences**

1. What kind of content would you like to see on SheLab that could support you as a teacher and a STEM professional? Examples:
  2.
    - Industry trends and research updates
    - Career advice for students
    - Inspirational stories of women in STEM
    - Event or grant opportunities
  3. Do you have insights or stories that you think could benefit the SheLab audience (e.g., overcoming barriers, tips for success, personal anecdotes)?
  4. How often would you engage with new content on SheLab (e.g., weekly, monthly)?

### **Platform Features**

1. Which features on SheLab would you find most valuable for your role? (Follow-up to explore specifics):
  2.
    - Blog articles
    - Research or educational resources
    - Mentorship opportunities
    - Event listings
    - Job boards for students
    - Community forums for peer discussions
  3. Would you like to contribute content to SheLab (e.g., blog posts, resources, or videos)? If so, what format would you prefer?
  4. How important is it for the platform to provide opportunities for collaboration with other teachers or professionals in STEM?

### **Student Engagement**

1. What resources or tools do you think would benefit your students the most from a platform like SheLab?

2. Would you recommend SheLab to your students? If so, what features do you think they would find most useful?
3. How do you currently encourage your students to engage with STEM opportunities, and how could SheLab help in this area?

### **Career and Professional Development**

1. Are you interested in opportunities for your own professional growth through SheLab (e.g., workshops, networking, grants)?
2. Do you think a platform like SheLab could help bridge the gap between academia and industry for women in STEM? If yes, how?

### **Engagement and Behavior**

1. How much time would you typically dedicate to engaging with an online platform like SheLab?
2. What would encourage you to engage more with the platform (e.g., personalized updates, exclusive content, events)?
3. Do you have concerns about using such a platform, like privacy, ease of use, or content relevance?

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### **Feedback on Current Tools**

1. Are you currently part of any other platforms or communities for women in STEM? If yes:
  - 2.
  - o Which ones, and how do you use them?
  - o What do you like or dislike about these platforms?
3. What gaps or challenges do you see in existing platforms that SheLab could address?
4. Do you think SheLab could complement your teaching efforts? If so, how?

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### **Vision and Expectations**

1. What would make SheLab an essential resource for you as a teacher in STEM?

2. If you could design one feature specifically for teachers on SheLab, what would it be and why?
3. Is there anything else you'd like to share about your expectations or hopes for SheLab?