ENGAGING ENGAGEMENT:

CREATING MOMENTS FOR MEANINGFUL CONVERSATIONS



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Pain points & Segmentation

Our pain point

Our initial pain point: We don't feel that we have been able to engage the Habitat end users enough, so we (as staff) are not sure we are doing what we need to be doing - and our pain, as staff, is we are unsure if we are doing what we need to be doing. There are two user groups: Habitat tenants and tenants transitioning into a habitat funded home (move-in's).

After conversations with tenants, we reframed our pain point. Habitat end users fall into a range of segments. For instance, for the end users who value work and are seeking more, how might Habitat broker to other community resources?





How did we get to know our users?

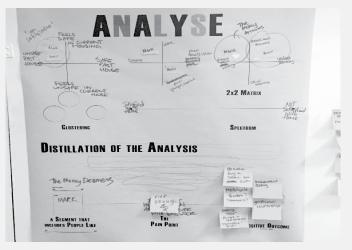
We visited 2 tenants in person to have an open conversation.

We used projective prompts, in the form of outcome Cards (see image). This was a deck of cards with outcome statements for tenants to identify what mattered to them (e.g. "I eat healthy", "My room feels like my home")

We also have a more traditional survey - but, by doing it in person, we can better understand their opinion of current housing.

Segmentation axes we used:

We tried a range of segmentations, including:



Meet Amir

"I fight the good fight, I still try to do my best...it's just a little difficult."

Amir is a young man in his early thirties who lives on the third floor of a large boarding home. Amir used to live in more independent housing, but along with the independence came other challenges. He says that "other tenants would bring in other people... (it) was noisy, cors and trucks made it hard to sleep. Here it's much more secluded."

"Because of my illness, it is hard for me to get joy out of things. When I was a kid, I enjoyed playing outside, as I got older, I could not find joy. It doesn't feel the same. I went through this transformation with everything dimming down. I haven't found the things that I'm really interested in doing."

In the new housing, Amir says he enjoys having access to free laundry facilities; he's doing laundry regularly. In his previous housing, Amir says he ate "fast food, canned food, and Kard tinner", while the boarding home provides "3 meals a day that are nutritious". Amir says, "I can feel my weight decreasing, while my immunity is increasing," he is also pleased that his mother approves of the move, she is "thrilled" he says, although she han't seen it yet. Amir is attending a program at George Brown College, in order to complete his grade 12. He is motivated by the belief that school "will lead to a stable life".

"I want to be a healthy, productive person. When I have a career and can afford a bigger place... who knows, if love comes my way..."



Ideas & prototyping

Three (linked) ideas



A package for tenants, mailed at move-in, with the Tenant Guide, details about the Habitat staff contact, info about the complaints process, and a recruitment flyer for the Brighter Days Tenant Committee.



An in-person conversation between the new tenant and a Habitat staff member. Designed as a kind of orientation, and a way to ensure tenants understand the Tenant Guide.

Neighbourhood Maps



A map for each neighborhood offering new tenants suggestions on where to go - from community & health services to grocery stores. A map by tenants for tenants!

Prototyping questions

How can we recruit new members for the Brighter Days Tenant Committee and cultivate new tenant leaders?

How could we use tools like the Outcome Cards to facilitate conversations with tenants about their priorities, needs and aspirations? Or achievements and successes!

How can we support tenants to create community maps for new tenants?

What's next?

What are we taking away ourselves?

Quality, not quantity.
We don't need to interview all
931 Habitat tenants to have a
robust sample of meaningful
feedback. Meaning we can
focus on smaller samples. It's
about quality, not quantity.

Power of storytelling.
Asking tenants to
share their stories is an
engagement technique.

Tensions we couldn't resolve...

Some of the techniques and presentation of ethnography rub against agency values around privacy and informed consent.

Going forward, we want to explore how to get feedback from the tenants in an ongoing way - and efficiently collect and collate that information.

Images, not just words. Visual prompting can get conversations going in a fresh way.