

# Interview Questions: Persona 1 - The Sandwich Generation Adult Child

**Persona:** Sarah (45), Working Professional & Primary Caregiver

These questions are designed to elicit detailed insights into the experiences, motivations, pain points, and needs of adult children navigating the aged care selection process for their parents. The questions are structured to follow the user journey stages.

## Section 1: Background & Initial Triggers

1. Can you tell us a bit about your current family situation, particularly regarding your parents' care needs?
2. What were the initial signs or events that made you realize your parent might need aged care?
3. How did you feel when you first started considering aged care options for your parent?
4. What were your immediate concerns or questions when this need arose?

## Section 2: Initial Research & Information Gathering

1. When you first started looking into aged care, where did you begin your search?
2. What kind of information were you looking for at that stage?
3. What challenges did you encounter while trying to find information about aged care facilities and pricing?
4. How did you come across the idea of using a comparison tool or app for aged care?

## Section 3: Deep Comparison & Evaluation

1. When using a comparison app, what features were most important to you?
2. How did you typically filter or narrow down your options within the app?
3. What specific information about pricing was most critical for you to compare (e.g., daily fees, extra services, government subsidies)?
4. How did the app help you understand the differences between various facilities and their offerings?
5. Did you use the app to create a shortlist? If so, what criteria did you use to select facilities for your shortlist?

## **Section 4: Facility Visits & Verification**

1. After using the app to identify potential facilities, what was your process for evaluating them further?
2. How did your experience during facility visits compare to the information you found in the app?
3. Did you use any features within the app (e.g., checklists, note-taking) during or after your visits?
4. How important was it for you to involve other family members in the evaluation process, and how did you share information with them?

## **Section 5: Decision & Transition**

1. What factors ultimately led to your final decision on an aged care facility?
2. How did you navigate the financial aspects and paperwork involved in the admission process?
3. What emotions did you experience during the final decision-making and transition phases?
4. Looking back, what aspects of the aged care search process do you wish had been easier or more transparent?
5. How could an aged care comparison app further support you through this entire journey?