

## Discussion Guide:

**Goal:** To validate our hypothesis

**NEW Hypothesis:** We believe that by offering a tool to observe, analyze and understand themselves in relation to the Moon **and the Seasons**, that the resulting self awareness will be impactful, liberating & transformative.

**Hypothesis:** We believe that by offering people a tool to observe, analyze and understand themselves in relation to the Moon, that the resulting self and cosmic awareness will be impactful, liberating & transformative.

**To answer the following questions:**

- **Are people curious ?**
- **Are people skeptical?**
- **Where are they with openness to self-discovery?**
- **How do they feel about astrology? Curious...skeptical?**
- **How in touch are people with their feelings and are they open to being further in touch?**
- **Do they track or journal their feelings?**
- **Do people believe in or trust their intuition?**
- **If we gave them a tool to do all of this, how do they see it as beneficial in their lives? How would it be useful?**
- **Are people aware, consciously or not, of cosmic influence and impact of energy?**

**Users to be interviewed:**

Interested or “curious” about astrology, the moon about self-discovery, their feelings “the woo”

**The Questions:**

### **SELF-DISCOVERY**

1. How do you currently learn more about yourself?  
How actively engaged are you in self-discovery?  
What do you do when you aren't at your best, and are seeking answers? What works best for you? What doesn't?  
Are there resources that you use?  
Tell me about a time when you explored & discovered something new about yourself. **How was that helpful to you?**

### **ATTENTION TO BODY/HEALTH**

2. Do you use any smart apps to track health related body data? If so, which ones and what do you like/dislike about them? **How has tracking health data impacted your life or the decisions you make?**

Have you found that certain ailments are recurring?

What thoughts or questions do you have about how that ailment might relate to other parts of your life?

### **AWARENESS OF FEELINGS**

3. How aware do you consider yourself of your feelings as you experience them?

How do you acknowledge your feelings to yourself?

Do you journal about them?

What do you use to journal - an app .. paper?

If yes, is that beneficial for you? **Describe how it has been impactful?**

If no, do you wish you did? What gets in the way?

Have you ever felt as if one of your moods would be permanent? Describe how that makes you feel. Have you suspected there may be a pattern to your moods?

### **INTUITION**

4. How would you define "intuition"?

Have you ever experienced this? Can you think back to a time when you did, and share about it with me?

How open or skeptical were you about it? Have you ever experienced a moment when something happened and you said to yourself "I had a feeling that was going to happen". **Describe how it impacted you when you realized your intuition was correct.**

### **RELATIONSHIP TO / WITH THE MOON**

5. Have you ever felt affected by the moon?

If yes, describe an experience of how you felt affected.

Where on the range of interested to skeptical would you consider yourself about that?

Describe your relationship with/to the moon?

### **RELATIONSHIP TO / WITH ASTROLOGY**

6. When you think about astrology, where on the scale of <<interested to skeptical>> do you find yourself? Expand.

On a scale of 1-10, how much of astrology would you say you understand?

What elements of astrology do you feel you "get" & what pieces are unclear to you?

What do you wish you understood better?

Do you use any apps, sites, resources to follow or read about your astrology? If so, which ones and what do you like/dislike about them?

**IMAGINE**

7. Imagine if you discovered that you were able to identify patterns over time - of your feelings, energy-level, ailments, intuitions - and track them. How could that be impactful in your life?