

Goal:

Obtain possible early-adopters and to see if villagers would be interested in purchasing coconut husk briquettes when the product is perfected.

Series of Questions/dialogue:

- **Quick introduction** ie we are Australian students with an organisation called Project Everest.
- **Tell them why we are here** ie to learn about Cambodian lifestyle, culture and focus on cooking, to see if we can make cooking easier and cheaper.
- **Broadly Empathise** ie ask about themselves and their lives and families.
- **Discuss the way they cook** ie what they think of the way they cook (find out what fuel they use primarily)
 - e.g. What do you think of charcoal compared to wood
 - e.g. How do you feel about collecting and storing wood / charcoal
- **Ask them if they find that they have problems with what they're currently using** ie
 - Do you like/dislike the time taken to cook your meals?
 - Does the smoke bother you or do you not mind it?
 - Do you find it difficult or easy to collect wood? (if they use wood)
 - Why do you use wood instead of charcoal? (if they only use wood)
 - Do you need to keep looking at the fire to make sure it doesn't die or can you just leave it?
 - Is it difficult to light the fire?
 - Is gas expensive or cheap? (If they use gas)
- **Present our prototype as a potential solution to identified problem and gather feedback** ie
 - If we could offer a product that works the same as charcoal but is cheaper then would you be interested?
 - Would you be interested in a product that reduces time needed to cook your food?
 - Do you like the fact that the product is environmentally friendly?
- **Tell them what we are trying to do with the product (based on what they would like)** ie
 - We are trying to develop a briquette which is sustainable, good for the environment (by removing waste), can create jobs (if business is successful), and can improve the way you cook (whether that is by being cheaper than charcoal or by being more efficient ie improving cooking time)
 - Benefits to them over charcoal
 - Cooks quicker
 - Lasts longer
 - Easy to light
- **If they seem/are interested**
 - Explain to them that we are only here for another week but in December another group will come back to Cambodia and work on from what we have left.
 - Ask if we could keep in touch so the December team can reach out again and continue to improve the product based on what you are interested in.
- **Conclusion** ie Thank you very much for welcoming us into your home and being so helpful, we wish you all the best (if they're interested tell them we will keep in touch)

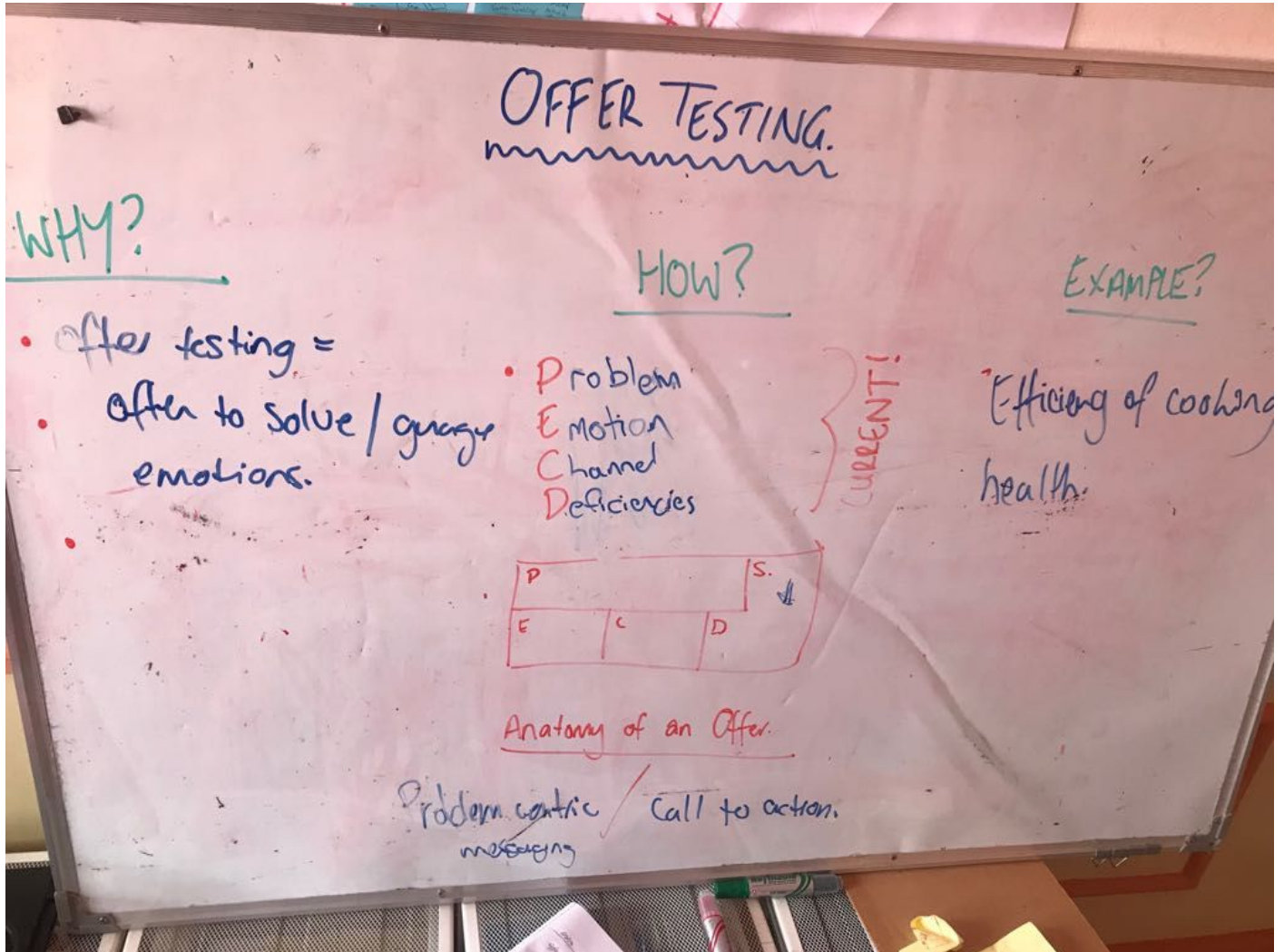
General Direction Change:

- Focus more on the direction of the final product than testing the current one and telling them this is the final outcome.

Tips/advice:

- Don't look like you're just trying to get information out of them
- At the same time be clear with what you want to say and get to the point one way or another.
- Don't use complex dialogue, keep it simple so that the translator can effectively translate.

OFFER TESTING WORKSHOP



Wood market

- Cooking time
- Self sustaining
- Smoke
- Cumbersome Storage
- Dry storage
- Difficulties in collecting wood

Charcoal only market

- Long cooking time
- Attention needed for cooking
- Difficult to light and maintain
- Cumbersome Dry ts
- IStorage and carrying difficulties

Charcoal & Gas market

- Long cooking time
- Attention needed for cooking
- Difficult to light and maintain
- Cumbersome Dry Storage and carrying difficulties
- Gas is expensive

Gas only market

- Gas is expensive
- Attention needed for cooking

Difficulties lighting, smoke, cooking time, heat sustainability, cutting down trees.