

## **Individual Draft Interview Plan**

### **The main characters available to interview:**

- Matthew Jones: The current zoo manager and expert on existing organisational procedures and practice.
- Thomas Smith: An existing, regular visitor to the zoo, who has a good insight into the current visiting experience available for general members of the public.
- Jonathan Rodgers: A senior administrator within the zoo, who is responsible for running the animal sponsorship scheme.
- Phillip Brown: A local small business owner who is interested in the animal sponsorship scheme if he can perceive potential benefits by way of advertising/positive publicity available through the scheme.

### **1 - Questions for Matthew Jones**

1. How would you describe your business?
2. Who is the targeted audience?
3. Where do you see the business headed in the future?
4. How long has the current system been used for?
5. What do you like about the current system?
6. What are some of the negatives you are facing with the current system?
7. What would you like to see in the new system?
8. What would you like the new system to do better?
9. What is the deadline for the project?
10. What would be your budget to get the new system?
11. Is there something you would like to discuss further?

### **2 - Questions for Jonathan Rodgers**

1. Can you describe the business management style?
2. How do you manage client data and sponsors?
3. How are some of the current sponsors currently displayed?
4. What technologies are you experienced with?
5. What operating system do you currently use? Do you face any difficulty with it?
6. What is the current way of sharing files between all business members?
7. What areas of the current management system you would like to keep?
8. What areas of the current management system you would like to change or improve?
9. Is there something else you would want to discuss further?

### 3 - Questions for Thomas Smith

1. What made you a regular here at the zoo?
2. Who you think is our targeted audience?
3. What do you enjoy about the zoo visiting experience?
4. What features of the current website do you like?
5. Do you believe information about the zoo are easy to access?
6. What features of the current website you think needs improvement?
7. What are the current educational support resources available?
8. Do you have suggestions on how the visitor experience could be improve?
9. Is there something you would like to discuss further?

### 4 - Questions for Phillip Brown

1. When started your interest in animal sponsorships?
2. Is your business related to animals?
3. What positive effects a sponsor would bring to both Claybrook zoo and your business?
4. What audience you aim to attract?
5. How would you display the potential sponsor to?
6. What would be your goals behind a potential agreement?
7. Is there something you would like to discuss further?