**Claybrook Zoo Interview Plan of Synergy Solution LTD**

Interview Subject:

**Matthew Jones (Key Stakeholder)**

Background information - The current zoo manager and expert on existing organisational procedures and practice.

**Objectives:**

1. **Motivation for new system**

* What are your major motives for financing a new software solution for the zoo?
* What do you like about your current organisation?
* What are the main competitors of the zoo?
* What is the proposed finance budget for this project?
* What are the main problems that you face at this moment regarding the functionality and keeping track of your records?
* What is the history of the zoo?

1. **What existing technology does Claybrook Zoo Have?**

* Do you have an existing website?  
  Do you have any kiosk technology?
* Do you have any Wi-Fi available in the zoo?
* What technologies have you seen other zoos using?
* What are the features that you would like added to your system?

1. **What would you be interested to have in your zoo?**

* Would you like a website that is family friendly and fun to use?
* Would you like your information kiosk upgraded with a QR System?
* Would you like a phone app that will display the customer location/ attractions/ and a map of the zoo?
* Would you like to have for sale QR cards that when scanned will show a 3D interactive image of the animal?
* Would you be interested in having contests in the zoo to attract clients?

1. **What would be an ideal idea over your website?**

* Do you have a idea around the look and functionality of the website?
* Would you like the website to be child friendly?
* Would you like to have an integrated system to sale tickets online?
* Would you like a special section on the website where the customer can rent the zoo for parties or family time?

1. **Presentation style for the website/ phone app**

* Do you have a logo for the zoo?
* What are the main colours you would like to use?
* Do you have a branding done for the zoo?
* Do you have a mobile app, where the customer can interact with the zoo environment?

- thinking of adding an app that will show the customers location and they can interact with different areas they have been into, gathering customer feedback and creating mini games for the children to interact with the zoo environment and play like small games like scavenger hunt, each week the best player will get a 1 day pass for free

1. **Site content**

* Do you have existing content that you would like us to use (e.g. Articles, pictures)?
* Do you have a digital database of the animals and paperwork?
* Do you have digital maps of the zoo?

1. **Navigation**

* What would be the ideal way to navigate on the website (e.g., Classic menu or a dropdown menu)?
* Do you have maps of the zoo?
* Are people using the kiosk find it easy to navigate in the zoo?

1. **Business infrastructure**

* What are the main goals for this change?
* What are your future plans for the zoo?
* What is the short-term goal of this zoo?
* What is the long-term goal of this zoo?

1. **Existing website (if the client has it)**

* What would you keep on your website?
* What are the systems that the website is running onto? (WordPress, self-coded website?
* What would you change on your website?

1. **Supplied Client Specifications**

* Is there something you would want to ask us?
* Is there anything that we need to know about your business?
* What is the main purpose of the kiosk you have?

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**Jonathan Rogers (Admin)**

**Background information:**  A senior administrator within the zoo, who is responsible for running the animal sponsorship scheme

Objectives:

1. **Understanding current processes**

* Are all your current records managed clerically?
* Can you tell me what records you keep for the animals in the zoo?
* Can you tell me what records you keep for the sponsors?
* Can you tell me what information you keep for the visitors?
* Can you tell me what systems are you using in managing the records?
* Can you tell me if you have anything to ask for feedback or research of the customer satisfaction?

1. **Functionality and accessibility of the zoo**

* Is the zoo equipped with disable/ accessible ramps?
* Is the zoo family oriented?
* Does the zoo have any pictures of the animals?
* Does the zoo have a paid photograph to capture pictures for the clients?
* What is the Kiosk available technology?
* Are you using the kiosk only for general information or to sell merchandise branded with the zoo logo?
* Are you using the kiosk to advertise sponsors?

1. **Performance information**

* How many visitors are you having every day?
* What is the average age of your visitors?
* What are the prices of the zoo?
* Do you have any discounts for children, or students?
* Do you have any discounts for large groups?

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**Thomas Smith - visitor**

**Background information:** An existing, regular visitor to the zoo, who has a good insight into the current visiting experience available for general members of the public.

Objectives :

1. **Getting to know the customer experience better**

* Current experience with the zoo?
* How long have you been visiting the zoo?
* What are the things you like / dislike in the zoo?

1. **What improvements can we do?**

* What would be the perfect experience for you?
* What would attract you to come more often?
* Are you interested to buy any merchandise from the zoo?

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**Phillip Brown – Sponsor of the zoo**

Background information: 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.

Objectives:

1. Getting to know the business
2. What are the goals for this sponsorship?
3. How many people that are visiting the zoo have contacted you regarding your business?
4. What is your business selling/ doing?
5. Future plans

* Would you be interested in featuring on our website as a sponsor?
* Do you have any advertising materials that you would like us to show around the zoo and information kiosk?
* What is the long-term goal?
* What is the short-term goal?