**Claybrook Zoo Client Interview Plans(Objectives and Key Questions)**

**Interview Subject: Matthew Jones – Zoo manager (Key Stakeholder)**

**Objectives**

1. Motivation

* Tell me a bit about yourself?
* Tell me a bit about the zoo – history?
* Can I please get a map of the zoo?
* How does the business currently work/function?
* Are there any shops in the zoo and what kind of products do they sell, e.g... a food shop or a gift shop?
* What is your goal in introducing a website?
* What are your main motives?
* What do you aim to achieve?

1. Current implementation – what existing technology does the Craybook zoo have?

* What is the current implemented system – do you have an existing website?
* Do you have any existing kiosk technology?
* Do you have any existing QR code technology?
* What technologies have you seen other zoos using that you really like?

1. Performance/Functionality requirements – website (Navigation style)

* How would you like the potential customer/visitor of the website to interact with the website? – show examples of navigation of different websites.
* From the examples shown, is there one that you particularly like?
* What are the key sections that the website must have?

1. Website - content/style and design constraints

* What specific information would you like to see on the website, e.g., about the zoo, history, contact details, map of the location of the zoo, FAQs section, advertising of the animal sponsorship scheme and any upcoming events at the zoo?
* What type of information (e.g... any interesting facts about a particular animal) would you like to display regarding the critical zoo animals on the website?
* How would you like to display the information about the critical zoo animals on the website? – show different examples
* Are there any design constraints that needs to be considered, e.g., specific fonts, certain colours, style, and branding that you would like to see on the website?
* Do you have an idea/plan of how the layout of the website should look like? – show examples of layout of different websites.

1. Commercial constraints

* What is your budget?
* Discuss advance payment (upfront costs) recurring costs and additional amount that needs to be paid?

1. Navigation/Functionality – Record management System (RMS)

* What is the current process implemented to keep track of the animals in the zoo?
* Can we access existing essential data of the current animals in the zoo?
* Are there any existing photographs of the animals in the zoo that we can access, to be added to the database?
* Can you tell me a bit more about how you would like to interact with the record management system, any key functionality that it must have?

1. Kiosk – Performance/Functionality

* Do you have any designs/rough idea of what the kiosk should look like? – show different examples
* What key information would you like to include/display on the kiosk e.g., map of the zoo, advertising of the animal sponsorship scheme?
* What about advertising of any discount/sales of products or any upcoming events that will be taking place at the zoo?
* Are there any specific attractions that the visitors of the zoo must see, which must be included in the kiosk?
* In what area of the zoo, would you like the kiosk to be installed?

1. QR code – Performance/Functionality

* What type of information should the visitor see when they first scan the QR code, and the Mobile Application opens?
* How would you like the visitors to interact with the existing attractions of the zoo, either as series of flat pictures taken from different angles of the attraction that the visitor can look through and information about the attraction under it or just one 3-dimensional picture of the attraction and the information about it under it? – show the 2 different examples
* Do you have any designs/rough idea of what the mobile application should look like? – show different examples

1. Kiosk vs QR code

* What are your views on both the technologies, kiosk and the QR code?
* Is there one technology you like better than the other?

1. Timeframe of the project

* How long do you expect to take for the project to be developed?

**Interview Subject: Thomas Smith – Regular visitor (Key Stakeholder)**

**Objectives**

1. Motivation

* Tell me a bit about yourself?
* Do you visit the zoo often?
* Do you visit any other zoos?
* What motivates you to regularly visit the zoo?

1. Process for visiting the zoo for general members of the public

* Can you tell me a bit about the visiting process to the zoo, e.g... do the visitors have to pre-book tickets online prior to visiting the zoo and if so, how do you book them, or can they be purchased at entrance?

1. Likes/Dislikes about the current visiting experience for general members of the public

* Can you tell me about what the overall visiting experience of the zoo involves, as a regular visitor to the zoo?
* As an existing regular visitor of the zoo, what do you like about the current visiting experience?
* As an existing regular visitor of the zoo, what do you not like about the current visiting experience?

1. Development of visitor experience

* Is there anything specifically about the visiting experience that you would change or improve in the future and the reason for the potential improvement?

**Interview Subject: Jonathan Rodgers – Administrator (Key Stakeholder)**

**Objectives**

1. Understand the current business process

* What does your day-to-day role involve?
* Are all your current animal records managed in office?
* Can you tell me a bit about what type of records you keep for the current animals in the zoo?
* Can I possibly access a read-only copy of the data/information stored for the current animals in the zoo?

1. Animal sponsorship scheme

* Can you tell me a bit about the animal sponsorship scheme?
* How is the animal sponsorship scheme currently run/promoted?

1. Reports of customers/visitor data

* Can you tell me what type of information/data do you record/keep of the visitors to the zoo?
* How is the visitor data stored?
* Can I possibly access a read-only copy of the data stored?

**Interview Subject: Phillip Brown – Small business owner/animal sponsorship scheme (Key Stakeholder)**

**Objectives**

1. Motivation

* Tell me a bit about yourself?
* What type of business do you own?
* Can you tell me why you are interested in the animal sponsorship scheme?
* What would you want to see on the sponsorship scheme?
* How would you like to sponsor the zoo, by selling some zoo products or supporting the animals?
* What benefits do you expect from advertising about the scheme?

1. Relationship with the zoo

* Can you tell me a bit about your relationship with the zoo?

1. Other competitors

* Are you currently sponsoring any other companies?
* Are you aware of any other competitors that are offering a similar scheme?