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

***Mathew Jones (Key stakeholder)***

*Objectives*

*Motivation for a new software system*

*What are the reasonings as to why you want an upgrade from the previous software?*

*What type of audience are you targeting?*

*Do you plan on making changes after we launch the website?*

*What technology do Claybrook currently have?*

*What aspect within the business do you think needs improving which we can consider bringing onto the new software program and what we should keep from before?*

*As we will bring tech onto the business are there any current facilities that the Zoo uses, such as a site or QR readers?*

*Background information on business/ timescales*

*How will you measure your success, will this be by sales or sponsorships?*

*What is your unique selling proposition?*

*Limitations*

***Functionality***

*Are there any constraints such as colour schemes that you do not want the website to consist of?*

*Are there any designs that you don’t want included within the website?*

***Performance***

*What time do customers visit more so we make sure there are no crashes with the amount of people visit the software that we will develop?*

***Commercial constraints***

*What will be the projects time scale and budget?*

***Jonathan Rodgers (Admin)***

***Objectives***

***How the business is operating currently***

*How do you store your records now?*

*Do you keep track of your past sponsorships and if so where do you store them for example, are they paper based or jotted down electronically?*

*What details do you keep of your customers, such as emails or phone numbers? (if either of these are stored we can contact them and tell them about the on coming website or when it is uploaded)*

*How are the data of the animals categorised in the records?*

***Thomas smith (Visitor)***

*Objectives*

*Own experience*

*What do you enjoy about the zoo?*

*What makes you keep coming back to the zoo?*

*What makes this zoo different to the other ones that you have visited?*

*Where do you think this business would go in the future?*

*Advancements that we should take on board*

*Are there any improvements you think that we should consider within our project?*

*Do you think we can bring a new target audience on board?*

***Phil Brown (Sponsor)***

*Objectives*

*Past experiences*

*What is your experience with the zoo that makes you want to sponsor out of all the other Zoo’s there are?*

*How many businesses have you sponsored and was the outcome successful*

*Have you sponsored a niche or mass market business in the past?*

*Associates*

*Will there be partner helping to sponsor or you just alone?*