**Claybrook Zoo Client Interview Plan**A picture containing text

Description automatically generated

**Website**

**RMS**

**Kiosk**

**Interview 1 – 9th November 2-3pm**

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

**Objectives**

1. Motivation

* Tell me a bit about the history of the zoo ?
* Do you have an existing logo for the zoo?
* Can we please get a map of the zoo?
* What are your main motives ?
* What do you aim to achieve?
* What do you like and dislike about your business ?
* What are the main competitors of the zoo?
* 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?

2) Current implementation – what existing technology does the Craybook zoo have? **- Yomi, Madelina, Lisa, Casey**

* What is the current implemented system – do you have an existing website?
* Do you have any existing kiosk technology?
* Do you have any Wi-Fi available in the zoo for the visitors ?
* Do you have any existing QR code technology?
* What technologies have you seen other zoos using that you really like?

3) Performance/Functionality requirements – website (Navigation) **- Ken, Jason, Qudsia**

* How would you like the potential customer/visitor of the website to interact with the website?
* Do you have an idea around the look and functionality of 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? 4) Website - content/style and design constraints **- Ken, Jason, Qudsia**
* Do you have existing content that you would like us to use (e.g. Articles, pictures) ?
* 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?
* What are the main colours you would like to use?

5) Kiosk – Performance/Functionality **- Yomi, Madelina, Lisa, Casey**

* Do you have a mobile app, where the customer can interact with the zoo environment?
* 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?
* 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?

6) Navigation/Functionality – Record management System (RMS) **- Alane, Elizabeth, Dawood**

* How do you currently store all your data about the animals the clients and the sponsors.
* What is the current process implemented to keep track of the animals in the zoo?
* What do you like about your current record management system?
* How do you manage client data and sponsors?
* What is the current way of sharing files between all business members?
* How do you currently distribute information about the animals to the public?
* 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?
* Are there any existing photographs of the animals in the zoo that we can access, to be added to the database?
* Can we access existing data of the current animals in the zoo?
* How many people work for you?
* What are the different job roles people have in the zoo?
* Who currently has access to your documents on the animals/ the clients / sponsors?
* Is there anything you do not want in the database?

7) Commercial constraints **- Alane, Elizabeth, Dawood**

* What is the proposed budget for this project?

8) Timeframe of the project **- Alane, Elizabeth, Dawood**

* What is the deadline for the project?

### Clients’ personal issues with the software.

* What if any worries do you have about the system?
* What issues do you think there maybe with the software?

### People involved in the company.

* Is there anyone else we will need to speak too who is not on our list?

### Reaching the client

* How would be the best way to reach you?

**Interview 1 – Cancelled**

**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?

2) Animal sponsorship scheme

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

3) 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 2 – 16th November 2-3pm**

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

**Objectives**

1. Motivation

Do you think that the current website is family friendly and fun to use?

**Interview 2 – 16th November 2-3pm**

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

**Objectives**

1. Motivation