**Interview plan**

**Introduction**

>>>>> Kenneth

They will introduce themselves

Good afternoon Mr Smith and Mr Brown. My name is Kenneth. This is my team and we are from Synergy Solutions. May I address you by your first name(Thomas & Phil).

For research purposes, we will be recording both voice and video throughout the interview. Please be rest assured that any confidential information discussed during this interview will be restricted to members of our team only.

May we continue with your permission ? Great.

Today we would like to ask you a few questions regarding the project.

We will begin the interview with Thomas, Phil you’re welcome to provide any given inputs/suggestions throughout the interview.

Are there any questions you would like to ask before we start ?

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

>>>>>Jason

**1) Motivation**

Tell me a bit about yourself - background, family etc..

In your opinion, what about the zoo keeps you coming back & being a regular visitor?

Did you visit any other zoos prior to Claybrook Zoo? (Leading Question)

* Is there any particular reason that made you make the switch? (Follow Up Question)
* If so, what elements of Claybrook do you prefer over the prior Zoo? (Follow Up Question)

>>>>>Madhab

**2) Current visiting experience**

How did you hear about Claybrook zoo?

Do you visit the Claybrook zoo often?

Describe your current experiences at Claybrook Zoo?

>>>>>Qudsia

Describe your current booking processes at Claybrook zoo

What would be your ideal experience at a zoo?

What features would you like to see on the website you feel that would improve your visiting experience in the future ?

>>>>>Dawood

**Usability**

How often do you use computer systems/devices? For example, a computer, laptop, tablet or mobile device?

What functions/features would you say makes it easier for you to use and navigate around the device?

**Comparable systems**

In the past, what have you seen at other zoos that you don’t see at Claybrook zoo?

>>>>>Lisa

What do you like at other zoos that you would like for Claybrook zoo to improve on?

What content would you like to see on a zoo website and the kiosks?

Would you be interested in purchasing merchandise and souvenirs online as well as in store?

The closing - Thank you for answering our questions. Now, we will move onto Phil Brown, but please feel free to give any inputs/suggestions throughout the interview.

**Interview Subject: Phil brown - Sponsor (Key Stakeholder)**

>>>>>Abayomi

**Background**

Can you tell me a bit about yourself and your background?

How long have you been associated with the zoo?

What are your goals for this sponsorship?

Have you been contacted by people who have visited the zoo regarding your business?

>>>>>Alane

**Current experiences**

How can you describe your current experiences with Claybrook zoo?

What would you say are pros and cons of working with Claybrook zoo?

What features or improvements would you like to see within the business?

What features would you like to keep the same within the business?

>>>>>Elizabeth

**Comparable systems**

Are you a current or former sponsor at a different organisation?

In being a sponsor for this/these organisations what made the outcome successful?

What do you see at other zoos that you do not see at Claybrook zoo?

>>>>> Kenneth

What catches your eye when you visit a zoo website/any other form of advertisements for zoos? e.g. color schemes, navigation, easy to access etc..

What makes you most engaged when you visit a website? e.g. pictures, videos etc..

>>>>> Beverly

**Usability**

How often do you use a computer system/device? For example a Computer, Laptop, mobile device…

Do you have any form of social media outlets? such as Facebook, twitter, instagram etc.

What key features do you see on Zoo websites that you consider ‘easy to use’?

Joel

**Future prospects**

Would you be interested in being featured on the Claybrook zoo website as a Sponsor? This would include a little bit about yourself, your business, what animal you are sponsoring and why, which in turn may boost customers for your own business.

What is your short-term goal with Claybrook zoo?

What is your long-term goal with Claybrook zoo?

>>>>>Madalina  **- Show PowerPoint after your questions**

**knowledge on Kiosks & website content**

Are you familiar with what a Kiosk is?

Would you say a kiosk has been convenient for you in the past when visiting anywhere that provides one or not? and why?

Say Claybrook zoo were to introduce kiosks to facilitate things such as self-service ticket booths and providing information about the zoo, what kind of content would you also like to see on these kiosks?

***Final Questions***

Do you both have any questions in mind or information you think we should know?

>>>>> Kenneth

Thank you for your time today Mr Smith and Mr Brown. It has been really productive speaking to you, we have gained lots of information.

We will provide a brief copy of our conversation today and we'll be sure to keep in contact with you via email so that you may get the best possible solution.

Thank you once again.