**Final Interview with key stakeholder – Thomas Smith**

Interview Date: **16/11/2021**

Duration: 1 hour

Persons in attendance:

* Kenneth
* Jason
* Madhab
* Qudsia
* Dawood
* Lisa
* Abayomi
* Alane
* Elizabeth
* Kenneth
* Beverly
* Joel
* Madalina
* Kenneth

| **Interviewer** | **Question number** | **Question – Client response** | |
| --- | --- | --- | --- |
| Jason | 001 | **Tell me a bit about yourself - background, family etc..**  Answer – He lives locally,  First zoo experience at age 5  Had a positive effect on him  Watched a few channels like BBC and shows Natural World  Went regularly as a kid, - “My Mum and Dad always made an effort to take me, and what it  did it just get me hooked to the zoo…”  When he had a family of his own, he brought the tradition down to his children,  He noticed that “they are very into tech” - “Nowadays, they are super hooked on their  phones”  He believes technology has “changed their mindset slightly, that the real life perhaps isn’t as  engaging as it used to be for me when I was that age..”  He’s told Mathew that using something “technology based” as a way to revive the  engagement is a good way of going forward. | |
| Jason | 002 | **What about the zoo keeps you coming back & being a regular visitor?**  Answer – “The staff and the effort they put in”, friendly staff, very knowledgeable and they get the kids  involved.his kids prefer the “hands on approach” rather than reading the signs. They appreciate  actually doing things. A family facing staff who wants to help you out, want to make you have a good  day. “The perception of being really approachable, really friendly is a massive positive.” | |
| Jason | 003 | **Did you visit any other zoos prior to Claybrook Zoo and if so what made you make the switch ?**  **If so, what elements of Claybrook do you prefer over the prior Zoo? (Follow Up Question)** (Both questions answered together)  Answer – It’s always been Claybrook through and through, the zoo is his “absolutely love”  Went to ? Zoo (zoo name isn’t important), to see the illuminations  He liked the kiosk maps, there was a new rebranding of the kiosks he likes which shows the colour  schemes for the different areas of the zoo. The maps of the zoo that shows you directions for where  to go, it showed you your current location on the map and you could tap other areas on the maps to  view what those areas were, as well as the best way to get there. That means of interactivity even  for something little as a map, “made the experience a little bit easier” –“if we had something like  that here, that would be a positive” | |
| Madhab | 4 | **How did you hear about Claybrook zoo?**  Answer – I literally as i as i grew up.My parents took me when i was only five.In survey, Claybrook is in my boy does it work in a pit bulls through advertising.It was literally, I’m living locally and been taken a small child. | |
| Madhab | 5 | **Do you visit the Claybrook zoo often?**  Answer –Claybrookk house or data with you know this but he has a visitor members game where you can pay for a yearly pass.On the actual cost is quite.Competitive is just two times the stander ticket a price.So,two tickets entry can come as long as many you want in s twelve month period.So we i do not for the whole family survive me,my wife and also children can come.On i think that gives us, i really good value we possibly come. If i could be once a month for my kids a little bit reluctant.so,it’s probably nearly six weeks.But we know weekends nothing else to do get the kids in account come on.I’m grown and it’s a family diner. | |
| Madhab | 6 | **Describe your current experiences at Claybrook Zoo?**  Answer –Am i would say that it is genuinely and is usually a very positive experience.The downside out there is some negatives. I will give you an example, I invited my colleague from work who was summoned to come and join us and said, ``Great, you know you brought your family and we will meet. Two families were around together.so we didn’t laugh but when he arrived he didn’t have the membership like we did. We could just go straight through the doors of several way with you in the cave.But they were that for an hour now i’m not really pull him off tray away such an hour if i’m going to spend a lot of money to get into the zoo and hunter waste half my that has a exaggeration but it felt like a we with after such a long time so he was really upset and then i think that at taking said his view of the same for the rest of the day. So there’s definitely some bad things key getting into save not been able to buy tickets in advance so you can just turn up and go through.An all the things is have my children say especially that the zero is boring and i think this couple reasons. One day there are some days when the animals aren’t as active as the big known, they all love of days. And I do think that if the zoo has some maybe some videos of when they were upset so they could see the good days as well that would be really useful.And also that interactively is almost nonexistent unless you get one of those days by the zoo. Keepers like you how fun and engaging with animals have been a passing of the and feeding them and so the those two things stumbled the getting to the zoo and also the engagement for the younger audience.Once you are inside is not much to do,when it come to interrupt they can do that but the reason that technology side so. I think both of those with be use. | |
| Qudsia | 7 | **Describe your current booking processes at Claybrook zoo**  Answer – When we come we first time we came was this year in february there were issues with the membership schemes and COVID, so we messed up with the renewals but the first time we could come we would renew then , the ques were very low and we went to the ticket office and they gave us the forms we filled them in and they processed, they give you a little picture of you if you do the renewal cause they wanna make sure the membership is you, not have random people use your membership card. But now we got membership passes which is cool because we can come and show the people in the booth and come straight through. I don't know, like in the example I have given your colleague, it is worse queuing on the day having to go through the process and in the summer during peak times its horrendous it really is mad. The process for me is okay but I would like to see a renewal placed onto the website and get a notification that your renewal is coming through. I personally am a member of the national trust that's one of the other organisations that i support, you can see when your membership is up for renewal, you even get a temporary card when you actually join through an email and then they send you a physical card to you later so if they had something like that at Claybrook it would reduce the queuing dramatically and i think it would make customers more satisfied with the process. | |
| Qudsia | 8 | **What would be your ideal experience at a zoo?**  Answer – in an ideal world, it would be a combination of the high quality of education that they do here, with the wonderful customer service from the staff internally, with technology from children. So instead of having the signage boards, I think you probably saw when you walked in, we’d actually have something where the children could interact and enjoy their day with technology which would encourage them to come. On the website, which you mentioned you were part of the development team, i think they should have some interactivities games and videos even if its for certain animals a sort of try before you buy to get people interested and want to see whats on offer but i definitely think it needs something a website for marketing i am always saying to Mathew you don't advertise the events very well and a lot of people don't know about it whereas if the website included advertisement for things that are gonna happen i think that would make a big difference. | |
| Qudsia | 9 | **What features would you like to see on the website you feel that would improve your visiting experience in the future ?**  Answer – I would say those animal highlights, videos or audio clips maybe some games which are specific for the animals, let's say you were looking at a lion and you would look at what the lion would eat, feeding the right things, just silly little quirky things that they are teaching you about their habitat. I also think events that we have already mentioned, maybe a newsletter so you could sign up and get the information through, online ticket purchases already mentioned which are absolutely essential and that area for customers to renew their details if you want to continue as a member. | |
| Dawood | 10 | **How often do you use computer systems/devices? For example, a computer, laptop, tablet or mobile device?**  Answer – I do but I try to use it as little as often.Im of the opinion it is bad for your mind so i use it mainly for checking text messages from the wife but i very rarely go through social media. If I do use it I would like to think it's for something rather than recreational. That is not the case with my children.I have one but i don't use it as much as some people. | |
| Dawood | 11 | **(What functions/features would you say makes it easier for you to use and navigate around the device?)**  **When you use your device what do you find easy to use about it, so when you want to make a call… ?**  Answer – I'd say I'm reasonably tech savvy. I mean I use some technology in the job I do. So I wouldn't say I'm technophobic as such. So if I wanna do research or buy something on the internet I can do all sorts of things. So I'd say I'm a good example of someone with a reasonably good set of IT skills who could hopefully use any technology at the zoo reasonably well. So I Know if you said to my parents they'd be scared to death. So I think looking at the different generations you would need to cater for. You couldn't just cater to the younger generation and Ignore the older generation. It will have to be able to be used by both groups so somebody like my parents like the old signage that's there bag rather than have to use the technology but I think if the choice was there I think that would work. | |
| Lisa | **12** | **You spoke earlier about content you would like to see on the website, but do you have ideas of what you want to see on the kiosk ?**  Answer – I think the kiosk, to me, if it was done well, would definitely include the map like the one I mentioned about Blackpool where you could see navigation and maybe highlights- maybe some videos. The one thing I'm a little bit worried about is that if you put everything into the kiosk you could end up with the ques of children trying to engage with it. And the closest i've seen to that is when my kids went to the science museum in Manchester, and i think Matt, the owner, has been to the London one, I had a lot of activities that I could engage with and the kids loved it but the downside was that the kids were getting into fights of who was going to go first even the ones that weren't technology with the levers so I didn’t like that. But i’ve heard I don't know whether it's true because I don't know everything about technology, but you could use your own device in conjunction with a camera which triggers your phone on getting information on games and everything like that. And I thought that would be the way to please everybody because my kids could bring their devices they could do those things we wouldn't have a big que everyone could get on at the same time and the old signage maybe with a modern kiosk technology for finding your way around would give the whole picture for everybody whether your old or didn't want to engagement with the technology or with my kids who would have just done everything, scanning the locations. A real mint that would hit all the different audience groups would be my perfect recommendation and the fond thing would be games, video clips, sound clips, quizzes, puzzles anything that gets the kids to think about their experience and engage with that they are doing, so a real mixture of features | |
| Lisa | 13 | **Would you like to see merchandise and souvenirs sold on the website as well as in store?**  Answer – I think yeah one of the ways that I persuade my children to come is if you’re really good i’ll take you to the gift shop at the end of the day buy them a little treat so i think when it comes to increasing revenue as well any sort of sales that the zoo gets, I do know that the zoo is not financially sound as it used to be so thats important to me so if I did see increased revenue for the zoo I would support it definitely as a loyal customer | |

**Final Interview with key stakeholder – Phil Brown**

Interview Date: **16/11/2021**

Duration: 1 hour

Persons in attendance:

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| **Interviewer** | **Question number** | **Question – Client response** | |
| --- | --- | --- | --- |
| Abayomi | 14 | **Can you tell me a bit about yourself and your background?**  Answer –100% Phil brown as they say, I have lived in the area again I have moved here probably about in my teenage up from Wolverhampton and at that point I knew about the zoo and I think it was a football I can't believe it or not I haven’t been involved with the local football clubs but I met Matthew and we had a drink after the match and he said was the manager of the zoo I took more of the interest I brought my family and I see him at games and before you know it we became a really good friends this is obviously as I got older, I was older as this time. He said to me at one point cos he knows I own a business and it reasoning successful it took a real hit with covid nobody could afford their window or nobody want people coming around either he spoke to me and said probably about 3 years pre-covid that the zoo was struggling and he asked my advice as a business owner and I said to him why don’t you do what we do with the football so we have sponsor where you can pay a fee to have you sponsor a match ball for example and we have sponsor on the football kit for the logo club and I said to him give it a go to see whether people will be interested. I was one of one of the very first sponsors, I sponsored Redwell Amango the 201 Gorilla. You can see my logo and paperwork since it began. It cost me up at least a total of £5000 for the year they are bandei I believe some of them are visually prominent animal in the zoo and as far as I know it has been reasonably successful we got about 700 animals or group of animals you can sponsor and I've told the company that I know you can help the zoo grow and think long term. I think they need it more now because Matthew has hinted that they are struggling financially so I don’t know what the answer is myself whether it is increase try to increase sponsorship try to get more people more in there or though I can imagine some visitor wouldn’t like if it get too commercialized so getting the balance is right. I definitely got some ideas for if you do go down a strategy for making some of the aspects of the zoo electronic. Things I will like to see as a sponsor I think that sort of gives you the background Matthew is a genuine good friend of mine I see him regular at the match he likes football as well as the animals we often have a pint to pull the world to right and then I will do my best to help as an organisation | |
| Abayomi | 15 | **What are your goals for this sponsorship?**  Answer – 100% I’d like to think that we if the Zoo incorporated a technology I would like a website and if it was me, if they advertise some of the animal events, if it’s not throughout the whole year, even if it is a rotational basis I’d like to the see the animals that are there, not only have their sponsorship details on the signage, but it will be on the website and at that point the website could be very easily linked to our company website so lets say you went to the website you thought aww you know what sponsoring the animals I need window click you are on our business and that will be a direct referral. I also believe as well its possible to track the clicks from where they come from to actually see where you know that ……… the business referral effective that’s what we call it and what I have noticed is that the moment when we get a new customer, we always ask them “ where did you hear about Claybrook?” and we ask them as part of the signing up process for a new windows and we do find that some people at the zoo I have seen it at the zoo and have use it as a point of contact but the data we have is a bit dodgy so if it was through referral through the website we could have hard in fact number of how many people are interested in our business. As a direct result, I would like to still keep some physical signage at the zoo you know with our information, and the other thing, I don't know if you know that they only print the signage once every year so if you want an offer code for example with a……, window is a crazy business, but people want their windows done generally in the warm weather they don’t want to have their window to be taking out in the middle of winter so what we do to get people to take the option we actually do offer codes but those are seasonal so one thing it will be great if the system is electronic is that we can actually physically change the offer codes at different time of the year to get people to take advantage and at the moment we can't do that because the sign is a physical signage whereas if it was electronic, that could be changed really very easily so I would say those are the sort of the advertising sides and also save us a lot of time and paperwork. It would to have the business so you could do all the transaction online, so it might be a online portal where you log in and you update your sponsorship details yes we want to continue the sponsorship pay your bills things like that all to do with you security will be premium we would really want it to be secure but I think form my mind those would be really key part of the project so really good advertising on the website and on the site on a website portal for us to manage our sponsorship. | |
| Alane | 16 | **I would like to hear about your experience as a sponsor ?**  Answer – I actually am a visitor as well as one of the things sponsorship package you get invited to a sponsors all event which is at the start of the year when the new signage goes off for the following year where you just paid to sponsor animals, you get the ticket to the zoo to come you can bring your family which I usually do it is a really nice Family Day out so I get to see from a visit visitor perspective too. I do think there's a lot of good things staff are very friendly the actual animals they've got there are really well cared after looked after and I wouldn't support anywhere if I thought there would be any animal cruelty I think the zoo has just been re branded and nice colour schemes now so when you go through it looks nice and modern. It did prior to the refurb looking a bit old now we needed a lick of paint so the actual visitor experience as long as you're not queuing up somebody like me in particular I don’t mind reading information opposed to engaging with technology is actually quite good I enjoyed the day. I have heard from Matthew that he feels it's a little bit outdated for the younger generation because of the lack of technology and I can understand that. It does seem like it is the same zoo 20 years ago you wouldn't think that it is out of place, so the idea of bringing technology to improve it but I do think there’s a lot of volume at the moment they would be devastated if the zoo had to close down because of financial constraint, fingers crossed we can do some adjustments and get the right system solution . | |
| Alane | 17 | **What would you say are pros and cons of working with Claybrook zoo?**  Answer – Uhm I think it's slightly bias to be honest because I know Matthew so well like a friend obviously he keeps me informed of what's going on you know we be having a few drinks afterwards and it will tell me all the latest news so I don't necessarily think that mine is a very skewed perception because he's a personal friend but I have talked to all the people on a day asking families said some questions e.g. How are you? How's your day been? I do a little bit of market research for Matthew to see if people will complain and generally it goes down well, some will complain sometimes with the queuing during the busiest period of times but I say to them you know if you went Alton Towers it will be exactly the same. I think in some ways because the zoo has big spectator areas where you can get a lot of people round it's not even as bad as a theme park is where everybody can get by the gates go to the areas so I would say positive generally positive specially people of my age or slightly younger, young children I think that is again purely because of what they used to do in very different from when I was there youngster. | |
| Alane | 18 | **What features or improvements would you like to see within the business?**  Answer – Some of the things that we've already mentioned about the sponsorship, the website marketing information from my company as well as the zoo statistics are huge. My company is owned predominantly by me, but there are other shareholders and they always want to know about the viability, the things that we spending on, so I can write them off after as a charity or donation that the funds that I paid to Claybrook to sponsor the animals but it would still be nice to see some evidence statistically that it is bringing in business I do ask people when they sign up for Windows where did they hear about it, some we saw other zoo but it doesn't always get captured so if we could do a direct correlation between what we spend on supporting the zoo to how many customers it brings in that would be huge. | |
| Alane | 19 | **What features would you like to keep the same within the business?**  Answer – Without a doubt the sort of caring attitude the zoo has. If they change that and become money orientated if it was just about money and visitors we can get. I think that would have closed the zoo down. People want to feel that when they go to the zoo we are interested in them and want them to have a good day as a visitor, so I think that sort of attitude is very important. | |
| Elizabeth | 20 | **Are you a former or current sponsor at any other organisation?**  Answer:  We’ve got the football team that I’m involved with, I also help and sponsor them as much as I can. We’re not the kit sponsor but we do a lot of the match day hospitality sponsoring so my company often go into the program as well and put our discount codes in there because often in the middle of the winter if we can get our cheap discount codes to people and they think they’re getting a good deal then they would come to us. So, the experience with the football corporation goes back even further than 10 years, so we have some previous track record of working with companies and it’s been positive. I think more business from football comes in as a direct result of that now, but it is very difficult to say for definite because of the statistics of where the companies get their business from, but I would like to maintain it. | |
| Elizabeth | 21 | **In being a sponsor for these organisations, what made the outcome successful?**  Answer:  For me and I suppose us few businessmen would say the same, which is that it’s the investment in the sponsorship/advertising because that is what it really is, advertising our services and trying to get customers to take it on board, does the sponsorship bring you that at least as much if not more in terms of business. So, let’s say the average house in this area had windows and the windows were for an average house were £7000, and I made 10 referrals throughout the year, that’s £70,000 which is a direct result of people seeing the ad and that would cover the amount of money that I am paying in terms of sponsorship and the football club and at the zoo. So, you can see that there is a clear relationship. If we had some years and we didn’t get any takers, then again I would try to keep going as long as possible, especially with the zoo and Mark is my friend and I think the zoo is valuable in the community, But eventually I might have to cut it if I think it didn’t brought in any money at all, you know if it wasn’t at least breaking even then I would eventually have to say can we keep on affording this if the company was in difficult circumstance but at the moment its fine. | |
| Elizabeth | 22 | **What do you see at other zoos that you don’t see at Claybrook zoo for them to improve on?**  Answer:  I think the website is huge and another thing that they are missing is that they don’t use any social media at all. I can’t imagine in this day and age going into anywhere else such as a museum or any zoo and not having any sort of social media presence to advertise because effectively it is free advertising. Anyway, we have our stay bright page and again it also sometimes brings business, so why is the zoo not doing that? I’m hoping when you deliver the website for marketing and advertising, you’ll deliver the e-coms solutions | |
| Kenneth | 23 | **What catches your eye when you first visit a zoo website/any other form of advertisements for zoos?**  This is other zoos, because obviously Claybrook hasn't got one at the moment (Kenneth: Yeah) I would say, the, probably strange, but it's finding what I want as quickly as possible. (Kenneth: So navigation ?) 100 percent, yeah I have been to some sites and if you, you know, I wanna know how much tickets cost, and I can't find it very quickly, I get frustrated. So, for me, when you go to the website, it should be really easy to see what you want, find the information you wanted very quickly and then be able to click and get that information. | |
| Kenneth | 24 | **What makes you most engaged when you visit a website?**  I think, it is just the **usability** and when I say that it ties in a little bit with what we said before, is it really easy for me to use it, to maybe, again, to buy the tickets, get the tickets, download the tickets, have them ready to go. If it's a real challenge, then it really drives me mad. For example, I was trying to set up an account on an online store the other day and I got so fed up, because it wasn't working and I didn't understand what I was doing wrong and I walked away and I thought I should stick with it. I am not actually gonna buy anything here because it's too difficult. So, I would say that if you are coming to the zoo, to the website, you want that experience to be super positive and make you feel like it was really, really simple to do what you wanted to do, so you feel, you come back and also that you want to visit the zoo. So, that user friendly side is super important. (Kenneth: I hope to implement that in our website) I want it, I want it Ken. | |
| Beverly | 25 | **How often do you use a computer system/device? For example a Computer, Laptop, mobile device…**  Answer- I'm pretty tech savvy, so we use them all the time. We've got a little department in the company that actually manages our website, they do the administration and content management, we've even got a team signed that do development of logos and designs and things like that for the business and promotion material and i get involved with that sometimes so out of i would say a lot of visitor i would consider myself tech savvy and that certainly from a point of view with websites i couldn't maybe code them but i can certainly manage them and make adjustments. So yeah let's go with reasonable competence. | |
| Beverly | 26 | **Do you have any form of social media outlets? such as Facebook, twitter, instagram etc.**  Answer- Yeah for the zoo, absolutely. We use everything we can on instagram, facebook, snapchat and twitter… Literally everything we can do to get things out to our customers; you know, here's a new brand of windows that we sell in here, here's our discount for november, here's our satisfaction feedback from one of our customers. We want to really push that we are doing a good job, we even offer a 5% discount to customers if they do a testimonial for us, you know to say that they've had a positive experience and take some pictures that are on our facebook page. It really does make a difference when you go somewhere and see somebody's finished windows and their positive comments are more likely to do it. So I would definitely say erm we use as much as can for stayby. | |
| Beverly | 27 | **What key features on the websites would you consider ‘easy to use’?**  Answer- Erm, obviously at the moment there isn't one but just as we've mentioned that if the system is produced and user friendliness is very very important and being able to book your tickets in advance.. I've been told there's some real problems, I always have it because I'm a sponsor so I've got my pass that comes through that but I have seen that at peak times, big queues and i do think that frustrates people. So a key feature I'd like to see definitely is purchasing to get people through the door. | |
| Joel |  | Starts at – 47:16 | |
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| Madalina |  | All of my questions have been answered previously, and continued to show our powerpoint “Merchandise for the shop” presenting our ideas for the zoo. | |