**Initial Interview with key stakeholder – Matthew Jones**

Interview Date: **09/11/2021**

Duration: 1 hour

Persons in attendance:

* Kenneth
* Qudsia
* Jason
* Madhad
* Alane
* Dawood
* Elizabeth
* Lisa
* Madalina
* Abayomi

| Topic 1 | | | Website |
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| **Interviewer** | **Question number** | **Question – Client response** | |
| Qudsia | 001 | **What do you aim to achieve?**  Answer – Ok errm… I think that is a really good question and I’ve got to give you a tiny bit of background information first, if that’s ok just to make the context meaningful. We as a business have been running since 1965 when I started it in my 20s, it is my baby, and I am very passionate about its success. In recent years we have noticed that there has been a drop off in numbers, that less and less people have been coming and that has really caused us problems when it comes to the budget because our biggest revenue is our ticket sales. At the moment we have called you in to really get you to think about what we can do to increase our contemporary feel, satisfaction of the people that come to the zoo, and also our marketing so if we can enhance those, I can show you the figures for our financially later but I just want to give you the background. So, to answer your question about the website, I would say that the idea is to give us a better outreach. We do use local papers and we put articles in there and we pay for publicity, but I’ve been told that a website is relatively cheap once it's established, you can use other social media and the idea of the website is to advertise how great we are to get people through the door. So its super super important that the website is a good way to attract new visitors to the zoo. | |
| Qudsia | 002 | **Would it be ok if later on you give us a map of the zoo?**  Answer – Yeah, I can do that now. I was expecting you so I’ve actually got a few documents and as you as them I will provide them as much as possible. Very quickly, if it opens up for me, I’ll make sure you get copies of these on Wednesday afternoon. I know I’m aware that there is another consultancy group coming in tomorrow so I wanna make such they get them all at the same time, but anything I show you today you will get later on. Apologies for the delay, here we go, so this is our zoo at the moment and it includes the colour schemes that we have for the overall structure of the zoo. So you can see that we rebranded recently and the individuals that suggested it said that we have a colour scheme to indicate the different locations and types of animals. So we have yellow for our mammal areas, we have the aquariums in the colour 4 and 5 sort of purplely colour and then the colour at the top is for the aviary area for all our bird houses and then red is the hot house area for all our amphibians and reptiles. So those colours we would like to use consistently for indicating areas in the zoo but that’s what the zoo looks like. | |
| Qudsia | 003 | **What is your current implemented system?**  Answer – quite a general question, what do you mean by that? **Do you have an existing website?** Ok yeah, I can tell you about our structure at the moment. All our records at the moment are on site that we keep for both visitors who are members of the zoo and have paid for membership, all our administration records for staff and all our animal records are kept clerically in filing cabinets. So, you can imagine each animal, each person has a file which we keep the records in, so it very very limited. Again, I can show you if it’s useful what a record looks like and send these to you. This document here is one from one of our star attractions which is Redwell and you can see that it has all the core information and some specific to him and even areas for recording his death and or subsequent removal from the zoo.  So all animals that have documents and also have their location stored in as a compound within the zoo. So I will make sure you get that information going forward. You did ask about the other processes. I would say we don’t have a website, that’s non-existent, and we have all our signages physical signages at the moment so we thinking about potentially using technology to make it a little bit more interactive. | |
| Qudsia | 004 | **What are your existing social media platforms that we could advertise on your website?**  Answer – None at all. We are open to your suggestions. I know we are missing a trick but there isn’t any technology infrastructure at all in the zoo or the business. | |
| Qudsia | 005 | **Do you have an existing logo for the zoo?**  Answer – We do yeah. We rebranded approximately 2 years ago now and we have these as our colour schemes and logo, so you can see the base logo. We would want to keep that as we spent a lot of money and when you go round the zoo you will see all our signage has the corporate colour scheme as well. As you can see that is an example and I showed you the animal record form for mango Redwell and that shows how we use the forms to populate a lot of data for each animal. You see the sort of leaves junglely effect, we have that consistently throughout the zoo. The only other thing that I would say is to present the concept of the colours as well in the areas which are based on the different areas, yellow for mammals for example, but those are the colour schemes that we do deploy. | |
| Qudsia | 006 | **Could you tell me a bit more about the zoo, like your background?**  Answer – Background, we arrived in 1965 when I was in my early 20’s. I’m very proud that I started the zoo at the time, I’ve been working here consistently. Our figures for the number of people that we used to have were exceptionally high, we did have a surplus in revenue back in the day but as time went by we’ve noticed the zoo seems to be a bit outdated so our demographic which is young families would bring the children has really suffered. Covid was horrendous for us which you can imagine. We had to physically close the zoo down completely at some point so its super important as I say that you guys come in and help us with the technology concept to make the zoo viable again. | |
| Qudsia | 007 | **Can you tell me any interesting facts about the zoo?**  Answer – Again that’s quite a wide scope, we had a pair of breeding pandas and that was quite rare, you might have seen it with the zoo in Edinburgh where they brought in from China and we had a similar scenario but they were our pandas we weren’t borrowing them from China so that was one of our impressive things and that was in the late 80s. | |
| Kenneth | 008 | **Who are the main competitors of the zoo?**  Answer – In the North – West we do have a few zoos which are known and are branded. I would say Blackpool Zoo is one, Chester Zoo is another, those are quite close to us in the North-West but people are willing to travel nowadays so Whipsnade, London zoo, Colchester zoo. There are quite a few that would attract people and I do know because I did a bit of research that they all have a really good web presence, they’ve got good websites and they also use social media so I think that would be something that we would want to go down those roots.  **Shows London Zoo and Chester Zoo websites**  I like the idea that they are advertising events. Some really nice websites, for me I mean there’s a lot of nice features that we could go through but I really like the idea of like the core navigation up at the top of the menu and then going down once you click it takes you to the individual components, so I think if we were talking about the products going forward I definitely would like to see some of those feature incorporated in the new zoo for Claybrook. Chester Zoo was nice with the navigation up at the top and then some sort of marquee effect, but I think there’s a lot of nice features on the three that you’ve shown me | |
| Kenneth | 009 | **In terms of the content which of the 3 would you prefer**  Answer – I think it would probably be worth taking some time to list what was included in each and then comparing them. Again, I don’t know how you would do it, whether it would be a table or a grid but some way of seeing what each of them have. If it helps you I did compile a list of some features that I would really like on our website. Long story short, what we did is we got together as a group of colleagues, and we said if we had a new website what would we have on there. So, we did a brain- storming activity and this is the list we came up with so again I want you to know that we are definitely not experts so if there’s things on here that we are suggesting that you don’t think are viable we will listen to you but this is what we came up with so we thought a really good homepage, we’d want some contact details for the zoo, we would want the ability to see some sort of map as to how to find the zoo, we would want some background information about the zoo as your colleague was asking previously about when we were founded. I also think we want the ability to show our ticket pricing scheme and structure, the ability to buy tickets online, that’s one of the criticisms from our client base that you have to be at the zoo to buy. News letter sign-ups, so we could advertise events, the ability to see news articles and events that are coming up at the zoo, maybe with a calendar, examples of some of the animals that we have got there and we felt it would be crazy to have the same animals every week so what we thought is maybe rotating the animals so we had an idea of animals of the week and we show a few examples rather than putting everything there. Finally, a member’s area so you could renew your membership and look at your membership details, the same again with the sponsors renewing your sponsors to see what the benefits are, look at your personal details and renew and feedback and testimonials. So, the idea that if we had a client that really liked their experience just like you get on a trip advisor you could go in and you could leave some comments and then those comments could show for other people about the zoo. I’m not sure whether we want to go straight to trip advisor. I'd like to see the feedback that comes through first of all is like but certainly something on the website saying about our benefits. | |
| Kenneth | 10 | **In terms of navigation, I have looked at three different styles - shows the three different navigation styles - how the customer could interact with the website**  Answer – That to me, is my favourite personally, (the simple dropdown) absolutely, and the, with the submenus that appear once you go over it. It might be worthwhile talking to the visitor as well, so Tom, because he is one of the people we targeted, so his perception of the view is very important. | |
| Kenneth | 11 | **In terms of the layout of the website, what do you expect to see when you first open a website ?**  Answer – I think the example you had of the second one with the animals, with the(chester zoo) yes, that, really liked that with key events, with a menu at the top and maybe with a dropdown approach that you have got and then some of those core things, so you know, like, buy tickets and news this week or highlighted animals, things that are gonna make the clients really want to explore. And we are, as I say, we are not experts, that was just a list that we came up with and I am more than happy to listen to your advice. So, if you think that there’s other things that we missed, let us know and we will consider. | |
| Kenneth | 12 | **Do you have existing content that you would like for us to incorporate on the website ?**  Answer – We don't have content, which has been written for the website, but we will have documents and leaflets that we can find and provide for you, with background. | |
| Kenneth | 13 | **Would you like a special section on the website, where the customers can rent the zoo, for parties etc..**  Answer – No, we don't have any facilities for that at the moment. It could be something eventually for additional revenue, but it wouldn't be renting the whole zoo, I would like to think that it would be areas, you know like the cafe area or something like that as a way of getting everyone together. | |
| Madhab | 14 | **What type of information (e.g... any interesting facts about a particular animal etc..)how would you like to display the information regarding the critical zoo animals on the website?**  Answer – Okay, that's a good question. I mean, we are open, I keep repeating this, we are open to your suggestions, but the structure that we have used before for the signage could be a starting point. So if you look, the type of things that we have, would be sort of facts about the animal. But the downside, is that this is very static, we can't change this easily, whereas on the website, we were thinking about more dynamic content, maybe videos, maybe sounds of the animals, maybe even quizzes about the animals, or you know some sort of interactive game or elements that would make the whole experience of interacting with the website more enjoyable, especially for the younger market. So I think this was great 30 years ago, when people were coming in the late 1990s, but now it's a bit dated. So the key thing will be to say, maybe take some of the core information about the animals and the pictures and make it more engaging for younger customers. | |
| Madhab | 15 | **What are the main colours you would like to see on the website?**  Answer – Yeah, for me, it would be the corporate colours as a starting point and maybe using our different colours to classify the different animals. So if this on the (shows redwell who is the mammal), so maybe yellow as some of the branding for mammals and then the other colours that we have got as a way of differentiating the different types of animals that we have got at the zoo. | |
| Jason | 16 | **Ideally, when you open or when your first website gets launched, what is the first thing you would expect to see on the website ?**  Answer – To me, it would be something that hits our demographic in terms of appropriate style. So, child friendly would be there, you know to hit the market, the younger market, maybe colours and fonts which are quite bright, easy to use. I would like to think, maybe so that, even some of the children locally, would go on the website and get excited about it and then say to their moms you know please tell mum, dad, you know take me to this. So, it would need to sort of appeal to our demographic. It would need to have enough information, to make the parents understand how to get there, so you know the contact details, directions, pricing guide as well, but really sort of clear, consistent, child friendly, exciting that’s it. I want it you know, you go to some, you know the BBC news site for example, and you look at it, it's not exciting. It's designed for an older audience, so we wouldn't want that. Lots of graphics, maybe lots of engaging games when you go to the animal specific things to really get the children excited. (**To clarify your target demographic, the main sub target would be the family ?..**) absolutely, 100 percent. We, if you look at our numbers, I’d say maybe 10 percent of the business revenue comes from school trips and the educational side and the other 90 percent of the revenue comes from either families with small children, probably up to the ages of about 11,12. They seem to get disinterested once they get over that age and occasionally there's a few couples, you know,romantic afternoons, but it's predominantly families, maybe eighty percent families, young, up to children, pre-teens. There is always exceptions but that would be the sort of the major demographic that we have got.(**That’s the major demographic, but would you be looking to expand ?**) I am happy to get anybody through the door, yeah, you know, if you feel, that you know, there were offers, I mean somebody said about doing a seniors afternoon and offering discount tickets for OOPs and things like that or even students.We've got quite a few universities, but again, I suppose its finding a niche that would get those people through the doors, but we are open to suggestions. (**Back to the content of the website, in regards to existing content, is there any models or do you have any models in particular that/any model content websites which you have seen before, which you would like to incorporate ?**) There are some really good ones out there. I mean the ones that Ken showed me I think are quite nice, Chester is one of my personal favourites. I think the London, slash, Whipsnade is not quite as good as some of the others, it's a bit all over the place I think, because it links to multiple sites now, but I do like the overall feel with the navigation as Ken has discussed and some of the nice bright pictures and then clear sections, so you can find what you want very easily. So, when you look at it, you are not thinking, oh how do I find, but it's there, very clear for you to see and you can find the information very quickly.(**So, content like articles and news..?**) hundred percent, events. I mean, I will illustrate, one of our, I think it's just like the Chester right ?(Ken: Chester) they have their Christmas theme already on there. We recently had an event which was like scary animals for Hallowen, so we had a special week and opportunities for people to come in and we've got a vampire bat and we have got some animals which are seen as quite scary and we advertised that and promoted it. So, those things should be really clear, you know, through the newsletter and on the website, “come and join the event” and that will hopefully pull more people.(**And the- website content should be consistently and frequently be updated on a seasonal basis of course** ?) hundred percent, yeah. The downside of everything that we've got at the moment is, it's very static. The signage is usually only updated once a year when, and if the sponsor changes, because the sponsorship can't change, but a lot of content has been the same. So again, talk to Tom about this, but he was telling me that his children were saying, oh I have read all this, you know, why do I want to see it again, why do I wanna go, because it is exactly the same content. So, dynamic nature of technology, for me is huge and if you can get something in there, including the internal side as well as the website that changes.  (**Just one more thing, don’t want to keep you long.. I have just like, Ken, our team leader, he has, you know, presented to you some examples of what type of content you would like ideally incorporated into your website and I made, I produced myself a small clip(showing the clip) model clip of, you know, could entail of Claybrook zoo) (Showing the clip: this ideally is what I would like to see on the About page. Like you said, it's colorful, bright pages, it's more immersive rather than (shows example of fully text based) more for the kids, it's more kid friendly, so this is targeting your kid audience and the oriented zoo, just something small.**  Some of the key slogans as well, a lot more interesting. I mean, this is exactly my vision. That we have got this sort of dynamic, interactive content that you as a child and even as a young adult would look at and find enjoyable. Again, maybe some additional text like this thing, so you can see where this is.. | |
| Alane | 17 | **How do you currently store data about the animals, the clients and the sponsors?**  Answer – Yeah, it's very very outdated, because you will see as previously on the form, everything is stored in a paper file format and you will also see there's a sponsorship form as well, but it's exactly the same structure. Its, we've got the forms, we ,write in the details and having all our paperwork like this is rubbish to be absolutely honest. I mean, it leads to lots of problems, we could lose case papers, when we get them out, to update them, they get filed incorrectly, we’re using a massive storage area at the moment for all the animals and sponsorship records and visitor records. So, the actual physical space that we are using is crazy. We've got some buildings in the zoo, specifically for storage, our filing system, so if we were able to convert these to an electronic format that would have a massive impact on the efficiency of the business. You know, we’ll be able, if a customer rang in and said, can you tell me, when my sponsorship scheme is ending, I need to, you know, arrange payment, at the moment we are going down to the files and we are getting the information. If it was an electronic screen and our administrators could say, yeah, no problem, give me your details and get the information immediately, that would increase the efficiency of the business. So there's lots and lots of potential limitations with paper at the moment, that we want you to solve. | |
| Alane | 18 | **I would also like to know what operating system you are currently using?**  Answer - I’m going to be completely honest with you, I'm going to tell you the infrastructure regardless of which area you are working at. We have a few PCs in offices to send letters to customers but there isn't really any infrastructure at all. We've got a connection to the internet for research, sending emails etc. But it's rubbish, we haven't invested in technology for many many years, so I would almost say scrap any use of old material and if we can afford it, we buy the system you are developing. We known its not fit (current system) for purpose it's very old we want emails to fly to the customer,newspapers, letters it should be hopefully automated. | |
| Alane | 19 | **What do you like about the current management system?**  Answer - I suppose the positive is that the system works even though it works slow. Our system from the attributes we store the data we store the way we manage our areas/locations they each have a code example given. We have a map which is a zoomed in area of the bigger map and we have a system which enables us to recall which animals are located in these. And we can also see with our current system which areas of the zoo are free, should we look to bring more animals we can look at what areas are available within the zoo.  It does what it is supposed to do but it is very clunky. All the data we keep is sound, all of the records work but processing paper compared to electronic systems is so outdated. it would not necessarily be adding to a massive new amount of data field for our records, it will be a conversion from paperwork to electronic. So that's what I like about it the system works. | |
| Alane | 20 | **I’d like to know who’s in charge of making changes/ adjustments to the animal information?**  Answer - I would say we have one or two senior administrators who have access to everything and we have the zookeeper's who can go in and make changes to certain things like medical history of animals,they would record changes. There's a section on the animal form where we keep track of any changes like diets health problems. And I suppose the visitors get access to this information via our signage, they also see it through kiosks.i | |
| Alane | 21 | **Lastly, I'd like to know the current way of sharing files between all business members?**  Answer - Literally using folders of paper documents, you can understand how that could cause problems.we had one of our zookeeper writing notes and then accidentally dropped the file into one the wet area in the zoo meaning file was destroyed. If that was a computer version that would have never happened you know. | |
| Dawood | 22 | **Can you tell me a bit more about how you would like to interact with the record?**  Answer- I would like to think I am one of the senior managers, so I would be able to have full access rights to all the records, add new records, edit, we don't actually delete, we archive paper records once they reach a certain age. Top level administrators will be able to do all of that whereas the zookeeper's staff who upkeep animals would only be able to view records and maybe make adjustments to certain fields. But it would mainly be people like me who would do a bulk of the changes. | |
| Dawood | 23 | **Are there any functions you specifically want on the record management system?**  Answer- I think for me the idea of creating, these are the listed requirements in the specification, being able to make adjustments, archive and delete forms if there was an error record. Searches so if we want to find animals we are looking for from a particular area.The ability to make searches for specific record types would be really useful. | |
| Dawood | 24 | **Are there any existing photographs of the animals in the zoo that we can access, to be added to the database?**  Answer- At the moment there are a couple of digital cameras in the zoo and what we do is take those and on one of the PCs we have a reasonably sized hard drive and all those pictures go on there.But we do for the signage for example we send the signage as a template to the master printers and thats when we use the photos and put them to one side or if we are embedding them into files we have that particular animal photo at that particular time. | |
| Dawood | 25 | **Can we access existing data of the current animals in the zoo?**  Answer-For you coming in, I`m happy for you to see the records or at the very least examples of the documents. So you can use that to understand what we need in our record. | |
| Dawood | 26 | **How many people work for you?**  Answer- We were shown a document please refer to the document given by Mathew. Around 80 - 150 | |
| Elizabeth | 27 | **Is there anything you wouldn’t want in your database?**  Answer: Almost a direct translation of what we’ve got now into the new system & you would need to advise me whether we needed any additional fields in the database. I wouldn’t want the new system to consider personnel, we do have our own HR system with all the staff records & employees but other than giving them access rights I wouldn’t want those records to be converted – I don’t want my HR system to be converted electronically only purely animal, visitors and sponsors which is the part of the system we want to focus on | |
| Elizabeth | 28 | **Do you have a proposed budget for this project?**  **Answer:**  We’ve got a pot amount of money and there’s multiple companies coming in to do the initial investigation for us So I’m keeping the amount of money I’ve got close to my chest with the view that in January when you’ve done the initial investigation you can give me a quote for the different products and for the whole package and then based on the price I will pick with my available budget which is the project team that I want to go for, based on the functionality you’re offering me, how well I think it fits my business theme and how much you’re actually going to charge. The only thing that is an absolute fix is the deadline, so the deadline for the initial proposal and to give me a presentation about what you want to plan is in January and then I would like the final product to have that ready for beginning or end of May maximum. The reason why I want it by the end of May is because it is coming into our peak period so if we have the new software in place, it means that we can benefit from more customers throughout the summer. So that is one essential deadline, price negotiable but deadlines for the original proposal – January and then may for the ultimate product | |
| Elizabeth | 29 | **Do you have any issues that you may think you would have with the new software?**  Answer:  I guess it would be scary for some of my staff like myself, I’ve been here for many years, and I think some of our staff would need some training. So, the idea of creating some news guides or embedded training inside the products so if you needed some help, you could click, and it would tell you how to use the tool. And for our most inexperienced computer staff maybe even a couple days of training with you as you know how to use the product on how to use the software well because the last thing I would want to do as a manager is make my staff unhappy, I really want them to enjoy their jobs so making sure they know to use the software is important. | |
| Elizabeth | 30 | **How well is you and your staff’s knowledge in technology?**  Answer:  ***Question not asked: Previously answered – Question …*** | |
| Lisa | 28 | **Do you know what a kiosk is?**  Yeah, I’ve seen a few of them, not in zoos I have to be honest. Butin the local area, we have a huge specialist mall which is quite local. It's called the Trafford centre and in the Trafford centre they have really good kiosk terminals where you can find out where you are, and you can look at where you want to find what shops you’ve got. I’ve had a very positive experience of kiosk technology in those sorts of things, those malls (shopping centre). | |
| Lisa | 29 | **Do you have Wi-Fi available for your guests?**  We do have but its not any at a business rate, it's pretty basic, it is through Virgin Media, it's very basic so I’m guessing that if we are going to be using a lot of bandwidth throughout the zoo maybe including people downloading things, we will need to think about a business package rather than what we have a the moment | |
| Lisa | 30 | **Would you like a self-service kiosk so that people could buy tickets at the zoo?**  My gut feeling would be yes, one of the biggest criticisms and again, when you going to talk to Tom, who is one of our visitors and is a personal friend of mine to be fair, he’s always complaining that one of the biggest limitations of the zoo is that you have to que up for the tickets and on a day where there is a lot of people there he’s lost half and hour, 45 mins of his day which if you do something quicker, whether that’s online or actual himself through a kiosk technology that would be absolutely amazing | |
| Lisa | 31 | **Do you have a record of people coming to the zoo like when your peak times are and peak times throughout the year?**  We do yeah, what we do at the moment is when the individuals come through and buy the tickets, we have like a counter thing, I don’t know if you have ever seen them and the person literally(counts them) so at the end of the day we don’t know individual details but we know how many people have come through the system it would be nice to maybe mechanise them, mechanise that system if we had kiosks it would be able to give use details of who’s purchased tickets especially through the website if they’ve gone through and entered their personal details we would even have their emails and contact details so again that information I’ve been told could be used for marketing at a later stage if they agree to it. You know they buy tickets and agree to the newsletter and then we can send them information as well. So its, for me it's all about making every possible use of technology that’s out there so we can get more people to come to the zoo. You know market ourselves much better than we are doing at the moment. | |
| Lisa | 32 | **Where would you like the ticket kiosk to be?**  I would honestly take your advice on that so you can look at the map and you can look at the way, where we are at the moment and maybe make decisions as to the physical locals. | |
| Madalina | 33 | **What key information do you want to see on the kiosk ( gift shop, food machines, tables and sponsor banners)?**  Believe it or not, we have a few cafes and restaurants i believe that last year our revenue was around 23,5 mil and most of that was ticket sale , we had some money through our sponsorships scheme 1.5 mil and I think about 1 mil pounds profit ,i mean we spent more on what we had to pay for the materials and the gift items, so about 1 mil came through from sales, we definitely would want that going forward if we have online websites as well, there is nothing to stop this potentially summing some of our gifty items and that could be a way of revenue.  **How many kiosks would you like?**  One idea that we were initially talking about in the staffing room is that there would be a central kiosk and things like tickets near the main entrance. It could potentially be kiosks that tell you where you are, having a display that shows some of the animal compounds and gives you information.  As you can see we have hundreds of animals and the idea of having one terminal, on everyone seems a lot we would like to see if is an alternative to that, somebody was talking about letting their customers download an app is they come with a smartphone and use that app to get the information rather than a terminal in each location.  But to be honest this isn’t my expertise, ill be open to suggestions but some terminals around the zoo but to make it more accessible an app that you can use to navigate the zoo.  **Are there any key attractions that you would like to see?**  I would say location absolutely,if it is tied to an animal it would be an electronic version with the signage and more videos, games that are related specifically with the animal, extra information if you want it but again i am open to suggestions.  The only thing i dont want is the idea of bottlenecks in the zoo where let’s say it’s a really popular and kids are playing and people are fighting because they want it, it’s got to be in a way that it will allow to reach a lot of people and that could be phones or even hiring mobile tablets where the customer goes around and use it for the day ,then we would have to think about security,we don’t want people carrying it outside but that could be a very interesting way to make more physical screen space in the zoo  **Do you have any design ideas for the kiosk**  The only thing i can tell you that i think is worth mentioning is that i did go to another zoo recently with my grandchildren ,we went to the science museum and they had lots of games that you could play as a young children , so the one that really stood out was a interactive building of a steam engine so you drag and drop the different parts and if you got them all in the right place , eventually the steam engine would work and it would leave out the screen .  Now I think that was great as it was something that got the children engaged. My grandchildren are on their devices so if we can tap into that so they feel comfortable, and they are doing things as if they would engage normally I think that's a really positive way to get people in the door.  At the end proposed to show powerpoint “Initial ideas” but the time was limited. | |
| Abayomi | 34 | **Do you have a QR code system?**  No, we don't. I suppose the only thing that you could say that is close to that would be, we can use credit cards, XY cards when you come through. So we have a payment system but there is not any technology in the zoo that is related to information, no kiosks, no apps it is very very limited, so that is why we’re desperate for you to get involved.  **Would you like a QR code reader on the mobile app as well as the website?**  I think that was one of the real positive ideas. So the example somebody tells him and i thought that is brilliant if we have a bill of QR code on our signage as well as the sign of people that doesn’t have the QR code the will use their camera on the phone, the QR will trigger something on the application and you will get the extra information, you will get the fun things, you get the video, you will get extra sound beats which we couldn’t have on the signage so I am not saying it’s a definite way we go but its one of the thing I will like to consider as a possibility. I definitely want people to do things in advance, at home on the website 100% so one option might be if you buy the ticket it says to you to maximize you day, download the ticket in advance so they do that at home or when they turn up when they are ready to go. Some little video, I like a real example there just showing them the instruction and benefit of doing that and again I took my grandchildren to lego land winter and they have an app that told you about the rides and if you have it on in advance it will tell you how long you have to wait and I thought that was great just another bit of interaction to make your day and visit better so things like that will work.  **Do you want the kiosk to sell products such as QR cards and other products like stuffed animals (cuddly animal toys)**  Eventually it might be able to use the tools to buy items from the gift shop as well. Just as we discussed, maybe food items. I suppose you can do it in one way at the moment, without pool paying for things like that, but it might be possible through the app to order things to stop you waiting in the queue. If you have ordered some food or a toy you will literally just go to collect it as opposed to queuing. So there are a lot of things like that which I think are really good ideas that we will definitely consider as part of this process.  **What are your expectations from the QR codes in terms of its performance and reliability?**  At the end of the day, this new investment in money is to give my visitors a better time when they come to the zoo to make their visiting experience better so if you think it will save them time buying ticket in advance, if it will give them more information if it will give them more fun things to do then those are all thing that I think will be advantageous and using that forward is important.  Do you have a specific pattern or where do you want the QR codes to be displayed?  Absolutely 100%, I mean the actual location weather these are and weather its reader or the codes themself, a combination of those. I mean it’s possible, isn’t somebody came and they don’t have a mobile phone, so to be able to use it then, they might be given a device during the day. | |