**Final Interview with key stakeholder – Johnathan Rodgers**

| **Question** | **Client response** |
| --- | --- |
| **What is the current process for animal sponsorship scheme (joining, renewing leaving )**  **1** | It’s a really important question so in character as Jonathan he would explain but the sponsorship process is basically a yearlong sponsorship agreement, sponsorship runs from the 1st of January to the 31st of December each year for the full calendar year on the 1st of January I'll go through in chronological order. The first thing that happens is that the sponsors are invited to the sponsors event to celebrate the new year of sponsorship, this takes place at the zoo the clients can bring their families. The named person, who is the business owner, is invited they can pass their tickets onto somebody else but they normally say how many tickets would you like for your family. People have been known to take advantage of this benefit and ask for ridiculous number of tickets, but we would say normally a business would be entitled up to around 10 tickets, so then we ask them in advance before turning up on the day if they can arrive we do a little bit of a party atmosphere with few drinks and sandwiches, the usual sort of corporate events style and they can see their signage so as you know at the moment in the current business all animals have a specified signage which is printed out in advance of the first of the year and then the new signage for new sponsors is reportedly or if the sponsor hasn't changed their signage we will keep it from year to year to avoid the cost of people what's the signage is open running sponsorship sponsor initial events the next key date in the business process is the 1st of August where the renewal process starts what Jonathan does hr literally goes to the filing cabinets were all of the sponsorship agreements ask her and go through he will pull out the sponsorship he will send the renewal form to the client which basically says do you want to renew or not and the period of the 1st of August to the 15th of September is where all of the renewal data needs to be captured same. In that period there is a number of weeks where the client is initially contacted and they are given two weeks to buy stop text around about 14th if there's no reply we send a reminder letter we said another week on top of that 24st of August no reminder also no response by that then we normally send a letter saying that we assume that master contact source within the next period by the 15th of September to renew that we are assuming that do not wish to so in the business model we definitely have by the 15th a list of those that will be renewing and those that are no longer continuing because they right told us they don't continue or they haven't provided us with the relevant documents from the 16th of September to 15th of October we start the recruitment for you sponsors so we have advertisements in the zoo and we use the local press to say the following animal need a sponsor and on the 1st of October we run a event called sponsor Ball where we actually say anybody who's interested come along and type on and hopefully we encourage people to sponsor the outstanding animals. At present we done really well we have probably the vast majority of animals are actually sponsored let me just cheque it on records is around 700 animals or animal groups that are all sponsorship and I would say that of those seven only around 5% are not sponsored so it is quite successful hopefully with the improvements of the information on the sponsorship scheme available online the sponsors all those who agreed to sign up will be given the documentation and explain how to pay and then the final deadline for those who haven’t already 30th November the worst came to the worst if somebody had said that they were going to pay and become a sponsor but hadn’t by the 30th November then we wouldn't have a sponsor that anymore but yeah cause from the 1st of December we have to design the new signage and has to be sent off by the 15th and the reason why it has to be sent off on the 15th of December is it takes approximately 2 weeks to get it produced shipped back to the zoo so it's actually ready on the 1st of January so there are some strict deadlines with reminders that we provide but that is the deadlines and the key points within the sponsorship scheme and obviously all the paperwork gets filed with each of our sponsors response the paperwork for the animals is alphabetically and based on the sponsors name and those are stored in relevant filing cabinets and if a sponsor no longer continues with us then we keep the sponsor records in our dormant filing cabinet which basically no longer sponsors and we keep that for two years after the sponsorship agreement has ended and after two years we will destroy both paper records for the ones that sponsors but that no longer sponsors with the zoo so that is the sort of deadlines. |
| **Are there any programming language that you wish us to use e.g. Java, HTML etcetera?**  **2** | Yeah, if you were to ask your questions to Jonathan, he would say that he's not really an expert on programming languages and advise you to talk to Matthew. If you then went to Matthew, Matthew would say that he would be taking advice from your organisation for the actual final decision asked to what it was coated in it would leave to your organisation so the answer is there is no requested programming languages to use for this development it would base it would be as recommended by your organisation. |
| **What are the expectation of the new software and how do you want the new system to solve your current problem.**  **3** | yeah good question again Jonathan would say something like this but he is very frustrated with the current process because it is all clerical. He is very unhappy that they've not moved to a more efficient system many years ago he has been talking to Matthew Jones an explaining that they need to make a better records management system is frustrated because paperwork gets lost these frustrated but the time it takes for him to process the renewals as an example that information often or occasionally gets misfiled so you've got data loss slow access speeds and he is very disgruntled he is desperate for the new product and in an ideal world he wants the software the records management system to send out all the reminders automatically and let him know when renewals come through he wants the website for advertise the sponsorship programme so it's absolutely clear what customers who are going to get involved he wants a portal on the website for those companies who are current sponsors go in register that company has an online be ability align going look at their account look at animals but their sponsoring see all the communication has been sent to them responds to them. Communication online the area so what they'd like to have on their signage this year upload signage for example so the signage can be created for the physical signage under eventually for the electronic he'd like it to have the ability to make dynamic changes if it's for the electronic version so the client can request different signage maybe with different offer codes at different times of the year and or payments to be made online via the portal the sponsors start literally converting what they've got into online communication for the clients and improving the speed of processing of things that come through and that would make a massive difference to the business. |
| **What is your main role and which assign responsibilities do you have?**  **4** | yeah good question. So Ross repay anything yes so I want to ask Jonathan what is your main role in which assign responsibilities you have good question the zoo Ozzy as it's organised at the moment is dominant play I am delete when it comes to sponsorship so from the start of August when we start going through the sponsorship renewal process the majority of my tasks are dealing with sponsorship renewals reminders sponsorship payments et cetera however once the sponsorship scheme is completed for that even year then I go back to all the duties within all the administration juices within the zoo so requests for memberships come in throughout the year no doubt about that so I would process visitor membership applications I would answer the phone some days when we get any queries about membership insert sponsorship such a open jobs that I have been known to do when we're very slack in the office I've also even helped out in the ticket to tease home works you know taking the tickets and I would like to think that the all a lot of jobs that I do at the moment which are very laborious like compiling reports working out the income from the sponsorships how much we bring in each year which is all done honey only at the moment I like to think that these can be done via software so I could generate reports for financial I am friends from the sponsorship scheme and have the ability to answer queries very quickly so if a sponsor right got even if they didn't have access to our website to the sponsors I could go into my computer from the records management side typing their name company name and find out the relevant information so you are sponsoring X animal and it's due for renewal on X day and the why so those I would say the typical sort of duties that I do but definitely from August when the renewals process start last pretty much everything I do until the end of the year and the sponsors event takes place and then I go back to other duties because the sponsorship scheme is fix for the whole year. |
| **What sort of exposure do you want to offer for the logos?**  **5** | At the moment we have a standard offer which is in the contract for the amount of space that we offer to the sponsors and that is 1/8 of the principle area there is it's actually less than that because the borders but we offer them 1/8 and we normally put it in the bottom right hand corner of the signage and they can have pretty much whatever they want providing it is only from so I think you may have heard scenario where the gentlemen's club actively strip joint locally wanted to sponsor Ronnie the rhino that we have in the zoo we didn't think about gentlemen's club friendly so we refused that sponsorship scheme but we do have even individuals that sponsor we had an elderly couple that came from many many years when the wife died recently the husband wanted to sponsor an animal just for a personal message it says something loving “sponsored by the name of the person in loving memory of his wife's name became parents who came here and enjoyed her visits over 50 years” so actually description could be a personal message whether it’s appropriate or in most cases 95% are companies advertising their engagement with us maybe have contact details as well so definitely text must be done family friendly is the key component. |
| **how is the visitor data is stored?**  **6** | You are absolutely right I deal with all the membership renewals for customer visitors who've paid for the yearly membership all of those files at the moment asked board in a filing cabinet and restore the visitor data alphabetically so if you come in and you have a query about your membership details we have to go to the filing cabinets and go through and to find your surname and then first name so it's alphabetically by your surname as the primary sourcing we do have IDs four visits a memberships as well so you have a membership number but we found that there easier to get misfiled numbers are for some reason seemed to get easily misfiled already needs to be one or two hour and then they the number is last so filing cabinets by the surnames and again we will send out a reminder when the renewal is due to see if we can encourage repeat but it's nice but that takes a significant amount of time because we have to go through the case papers looking at the front when the day of renewal is due so that's a regular job it takes time it will be nice if that was actually done automatically and it would also speed up the process of answering questions when people do ringing. |
| **do you have any specific visions for how the sponsorship of animals are displayed on the kiosk and website?**  **7** | yeah that's a really good question my long term perfect scenario would be to use the template that we've got in the zoo where we have a big wall where all of the animals that require sponsorship are listed and then people in the zoo if they see them can fill out the forms and to show that they're interested and then we keep them on file until the sponsorship is process is ready to start and we tried to get him to sign up so I would like to keep what we have at the zoo so there's a physical display of the animals awaiting sponsorship but I'd also like to see that on the website as well or if you if you click on sponsorship it explains the process and then there be another link upstairs animals who need to be sponsored and then it would give you the pictures and the details of the animals and the cost of sponsorship for that year and explain the rules of what you can have in your area or visible area on the signage so really important that we get the advertising out to these people as quickly as possible. |
| **How do you keep data private?**  **8** | At the moment is stored on physical paperwork we just make sure that the areas the filing cabinet areas where all the data is stored is very secure so they're all locked filing cabinets which somebody at the end of the day goes around uses the master key usually meet for the sponsorship ones lock them up and then there's a room that they're in which is blocked up so it's all about physical security we also have security guards and cameras on site and we have from a point of view of damage fires in particular we have a sprinkler system in the rooms under filing cabinets have to submit them some protection if there was a fire obviously eventually the paper inside would be damaged but the filing cabinets are fireproof I'm would protect the paper for a reasonable amount of time hopefully the fine would be under control so at the moment it's physical when we dispose of any records so for example in in the case of sponsorship where it's been dormant 2 years they sponsorship agreements haven't been renewed with disposal players and they are disposed of in confidential waste I'm literally shredded and then just send to an organisation which disposes them carefully. |
| **Would you be interested in using visitor data and which animals are mostly visited to increase your tier system for your sponsorship?**  **9** | We've tried to do the sponsorship ratings based you've seen the tiers from A band all the way down to E two and a half thousand to 500 and that was drawn based on the locations on the popularity of the animals so and also on the cost of keeping the animals so the larger the animal is usually the larger the location it would be in and the more footfall the bigger animals tends to attract the most visitors so the key thing for the organisation is that we can justify why there's a price differential so if you did have some sort of system that monitored interaction maybe with the kiosk or active technology visitor information technology on each of the locations then that definitely would make a difference to us as an organisation cause we could say look these is how many people actually saw and interacted with the technology near your animal so I would I would say that would be a really nice feature going forward please |
| **What current legislation protocols do you can have in place like legal policies that you have?**  **10** | OK we even though our records aren’t electronic at the moment we are aware that we have to make sure that the data is safe because we're dealing with living people in many cases especially when it comes to the visitor memberships so we are under the regulations on the paper based side of data protecting our customers obviously we don't want records to be released to anybody it needs to be confidential our customers need to feel secure that we keeping their data so when we move to an electronic system again will need to comply with legislation like GDPR to make sure that we are compliant in this field we are safe the way we do that may mean that we invest heavily in the security side and tried to restrict access to our date space systems so we don't get hacked and find out all our customers personal details and possibly the financial details add bank details how thanks but we will take your advice going forward if you think there are any other bits of legislation that we should comply with. |
| **who should have access to the record management system and on what level should they be able to access it?**  **11** | Yeah really good question myself Matthew and other senior administrators would have access to all the core record types so that would be animal records visitor records and sponsorship records and we would be able to create them an do pretty much whatever was required make amendments make adjustments update the records nobody else other than senior administrators would have access to the records from a point of view of adjustments however zookeepers might be able to see anymore records search for them and update them in certain areas so maybe their medical history appointments they had with vets so they would be user after administrators and then obviously the visitors will be able to see some of the information when they arrived at through the terminals through the mobile devices but it would obviously be there will be no adjustment with the record it would be visible for view only. |
| **Is there anything the zoo currently does like to attract sponsorships like ads, flyers, etc anything else you haven’t done that you'd like to add in?**  **12** | we absolutely have at the moment used the local press we've even gone onto the local news once talking about the sponsorship idea to try to attract individuals to come and sponsor us we have the area in the zoo which is affectively the wall of all the animals that are waiting to be sponsored only paperwork but you can complete there is definitely opportunities using social media I would say I'm the website would which would be essential for the business going forward for those that would be where I would be investing my time having the website and Facebook Twitter anything else that we come to get an interest and advertised sponsorship opportunities. |
| **Is there's anything we could add to the system to make it easy to use for staff members?**  **13** | Definitely I think the system should be designed in such a way that it's really easy to use and because we definitely have a lot of administrators who've been with us for a long time some of them are quite elderly so including Matthew you know he's getting on now so it should possibly include some help facilities to allow people if they're struggling on how to complete a screen and find information and possibly training manuals or user guide something along those lines so when we get new stuff that would help us finally training from you as an organisation when we first start to use the product so some additional costs may be to come in and train the administration how to use it is an absolute essential part of the process. |
| **how you feel the new system will affect you and your responsibilities?**  **14** | I'd like to think that it will make my life much better at the moment to be operations like searching through the filing cabinets manually typing letters I really would like should be able to have a lot of those operations done automatically compile reports send out information to customers et cetera et cetera and that would make my life so much easier free up my time to do other jobs possibly outreach jobs where we're going opportunities to do marketing may be updating social media so I do see my job changing if you make my job more efficient management for management paperwork a lot of the paperwork is done automatically so I’m going to have more time and I can use that on publicity and other activity t get more people through the zoo so it’s a shift in how I'm going to work sort of overview. |
| **Do you keep information on where the money that the sponsors donate goes?**  **15** | as in like so if sponsor Ronnie the rhino as I heard you mentioned earlier do they find out where their money is gone to help out running yeah we tried to give them a breakdown of what we where we use the money I mean it's not to the penny but will say you know we used this percentage for food this percentage for medical costs this percentage for upgrading the facilities so there is an indication when we do the sponsorship we explain what the sponsorship money is used for excuse me but it's not to the penny we wouldn't sit there and say oh you know spent £5 today on you know item X but we do give them an idea in the original sponsorship advertising about how the sponsorship money will actually be used. |
| **Do the sponsors have access to the animals?**  **16** | So the sponsors are invited into come and see their animals on the 1st of January as part of the process so yes they do we will obviously provide them with all the information about it anymore we don't have any sort of packages at the moment where we send out additional things like thank you cards or you know thanks for sponsoring me I have seen this from some other organisations where they have a package where you receive communication from the animals throughout the year we haven't done that at moment because it's more of a commercial relationship but it's something that if you felt it would enhance the sponsorship arrangement then we could consider that going forward and the animal records themselves would only be adjustable for the administrators like myself and Matthew senior individuals within the zoo. Zookeepers who would record updates on the animal medical issues but certainly the sponsors wouldn't have access to make adjustments to animal records at all they would just be make the sponsorship agreement with us and then we would put their sponsorship details on the signage but we wouldn't say to them you know you make changes of what displays about the animal the decisions about the animal information is down to us as a business. |
| **Can sponsors advertise their own business through sponsoring an animal?**  **17** | yes 100% the advertising on the signage is what they want including contact details including offer codes anything they want providing they've got they fit into the space that we have on the signage and most companies use it to literally advertise their companies offers as a way of showing them as caring about community care about animals and they hope that people will then use our services in return |

**Outstanding Question for Matthew**

| **Between what hours would you like software updates?**  **18** | A time where UK which is our main target audience would not be online in large number so be possibly Sunday evenings going into early some early Monday mornings maybe 11 am to 3pm or something along those lines so that would most likely be the period of time where we get the least customers Monday mornings are always horrendous Mondays generally unless its peak time not many visitors so if you did have to take the system down I would say Sunday nights going into early Monday morning would be the best. |
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| **Do you have any search criteria you want to use when accessing data?**  **19** | I think you’ll have simple search criteria such as animal location or what animals are in a given location, animal name, animal code and individual code. if you were a customer doing search on the web page or in zoo then it might be by animal type or location or type of habits in the in the world or the classification we use fish mammal bird reptile etcetera so I think we would take your advice on sort of different complex searches how you could put them together but the idea of having multiple opportunities to search by criteria little bit like eBay I may have explain this before eBay allows you to sort of price ranges categories locations … something like that to allow our visitors and potentially individuals doing a search on the Internet to look through and find animal groupings especially for educational visits with the children coming from local schools that might be a really good way to find out information about the animals. |
| **Question 2:43:02**  **20** | I'd like to make sure that as part of the investigation anything essential that was essential for the business to keep our current customers on board that we wouldn't make changes so it's almost like we failed if we had to go into a backup, you know change things. So I really want to make sure when you dealing with our visitors you have a good idea of what's going to make them happy and obviously what would avoid frustrating them so I have been talking to some of your companies and I offered to distribute some questionnaires to existing visitors and if you want those distributed you can send those to me by the 5th of December and I get them sent out to our customers. |
| **Question 2:44:30**  **21** | I’m in a big favour or I’m in favour I should say of the concept of having the sponsors do a lot of the input of information and processing themselves as opposed to Jonathan doing it manually or even using computer of sponsors could come in to complete their renewal process then that should be done so that would make a big difference and definitely that should be part of new system. |
| **Is there are any issues with the systems in place is there a procedure to ensure that they are back and working properly like a recovery strategy?**  **22** | At the moment because our paperwork is paperwork we don't have backups or we don't have any ways of recovering the data so that’s a limitation I would like to think that in the future when we move to an electronic system that we would be able to have electric backups of data so if the database was damaged in anyway it would be able to go back and recover a copy of the latest information without losing any data so it's really important that we have that recovery system as part of our solution. |
| **what are the current legislations in place for business?**  **23** | We are just concerned about making sure that the animal welfare regulations are for the animals to care for are maintained. We have regulations that related to our employees’ health and safety for those but both of those are probably outside the remit of this project I think the only ones that would be critical to this about disability and prevention of discrimination so at the moment we have to make sure that they are access points for people with wheelchair, alternative versions of information for those who are blind so they can get an audio version of the content we use cassette players and things like that at moment for visitors. The biggest things moving forward would be protecting and complying with the data related to storage of personal information online, I’m not an expert but I think there is implications about accessibility to our website on the services we offer in the same way of disability Discrimination Act ohh it’s actually called the Equality Act to make sure that people can access our services via electronic media as well as the physical measures that we already have. |
| **What is your maximum capacity of site visitors do you tend to have at the moment?**  **24** | If you have a look at our attendance figures, at the moment you will see that we are well below the numbers that we can actually take as a maximum. I will double cheque the actual figure. I did speak about it in the last meeting, saying it to people, but I have not got access to it at the moment. ButI know we are well below the capacity and I can provide the figure for purposes of calculation of how many visits we typically get throughout the year so I will send it to you by email.  (Capacity - Functional Requirements)  \*Make sure we get the exact figures for the current average number of visitors, as well as the maximum number of visitors @ peak zoo times., included the expected number of visitors.  \*Ask client whether they want subsections or hyper links that direct them to the desired page, for the sake of user friendliness. |
| **How many hours in a day would you like the site to be available for?**  **25** | We got the hours in the same document. I just don’t have the document open. Michaels just told me the health and safety capacity is 25,000 and our opening times 10 till four off peak and in peak periods that's eastern till the end of September it’s 9 till 8 official opening time.  (Capacity - Functional Requirements) |
| **Question 2:52:20**  **26** | Yeah most people who work here really love the animals and I believe that they would do anything to help the zoo. So, they were asked for media articles to go on TV and talk about this. I think they would do a great job. So if you can get a page where we talk about on TV on the news in the media, obviously for positive reasons, then I think everybody would be on board. |