**Transcripts for website**

**Interview one**

**Q1)**

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 its 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.

**Q2)**

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 as 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.

**Q8)**

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

**Q9)**

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 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. Newsletter 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 renew 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 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.

**Q10)**

That to me, is my favourite personally, (the simple dropdown) absolutely, and the, with the submenus that appear once you go over it

**Q11)**

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

**Q14)**

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.

**Q15)**

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.

Q16)

* maybe colours and fonts which are quite bright, easy to use.
* 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
* Lots of graphics, maybe lots of engaging games when you go to the animal specific things to really get the children excited.

**Interview two (Website)**

**Q9)**

* I would say those animal highlights, videos or audio clips maybe some games which is specific for the animals
* Also think about 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.

**Q25)**

* User friendliness is very very important and erm being able to book your tickets in advance

**Interview three (Website)**

Q3)

he wants the website for advertisement, the sponsorship programme so it's absolutely clear what customers are going to get involved in, 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.

Q12)

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.

Q18)

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

I would say Sunday nights going into early Monday morning would be the best.

Q19)

I think you’ll have simple search criteria so animal location or what animals are in a given location, animal name, animal code 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