**INTERVIEW QUESTIONS FOR SHOP OWNERS (on campus or UQ-adjacent)**

**Goal**: Gauge interest in sponsoring AR placements, willingness to pay, and what *kind* of visibility they want.

**🔸 General Interest**

1. Are you currently doing any advertising targeted at UQ students?
2. Have you worked with UQU or sponsored any student events in the past?
3. Would you be interested in promoting your business through a digital app aimed at students on campus?

**🔸 Concept Validation**

1. How appealing does an **AR map ad or sponsored pin** sound to you, where students can see your business overlaid on a live map?
2. What kind of in-app promotion would be most valuable to you?
   * Directional pins?
   * Special offers?
   * Clickable info cards with a promo code?
3. How important is **foot traffic from students** to your business?

**🔸 Pricing**

1. Would you be willing to **pay** for visibility on an app that reaches thousands of UQ students? If so, what would a reasonable monthly fee look like to you?
   * (e.g., <$50, $50–$100, $100–$200, >$200)
2. Would you be more interested in:
   * A flat monthly fee for promotion?
   * A performance-based fee (e.g., per click or view)?
   * A hybrid or trial model?

**🔸 Future Interest**

1. Would you consider **offering student-exclusive deals** to help drive traffic via the app?
2. Would you be open to **sponsoring events** or sections of the map (e.g., “Brought to you by [Your Business]”)?

**Bonus**

1. What metrics would convince you this type of sponsorship is worth it? (e.g., reach, foot traffic, redemption rates)

**INTERVIEW QUESTIONS FOR STUDENTS / VISITORS**

**🎯 Goal**: Understand navigation struggles, feature interest, attitudes toward ads/sponsors, and potential engagement with a UQU-focused AR map app.

**🔹 Daily Pain Points**

1. Have you ever gotten lost or confused while trying to find your way around UQ’s campus?
2. Do you currently have difficulties navigating with other Map services (like google), if so why?
3. How do you currently find things like events, services, or food on campus?
4. Do you know what UQU offers (e.g., food, clubs, events, support services)?
5. Would a mobile app that helps you **navigate** UQ and **discover what UQU offers** in real-time be useful to you?

**🔹 Interest in the AR Map Concept**

1. If this app used AR to show you live pins for **events, food deals, club stalls**, and **Union services**, would you use it?
2. Would you find it helpful if the app included an **AR-guided campus tour** during your first week or for visitors?
3. What other features would you like to see on the map?  
   *(Examples: Study spaces, bathrooms, prayer rooms, ATMs, microwaves, quiet zones, phone charging stations?)*

**🔹 Sponsored Content / Ads**

1. If the app included **sponsored pins** or local deals from nearby businesses (e.g., Boost Juice, bubble tea, cafes), how would you feel about that?
2. Would you click on a **sponsored pin** if it offered a **student-exclusive deal**?
3. How would you feel about AR ads being places on blank walls if this service were to be completely free?
4. Would you prefer to see:

* Only UQU services and clubs?
* A mix of Union and non-Union options if the offers are useful?
* No external promotions at all?

**🔹 App Usage Habits**

1. How often do you think you'd use this kind of app?

* Daily (e.g., to find food/events)
* Weekly (e.g., to check what’s on)
* Only during O-Week or tours
* Rarely / Never

1. Do you think you would recommend this app to friends or family?

**🔹 Bonus: What Would Make It Stick?**

1. What would make this app **worth keeping on your phone** long-term?  
   *(e.g., event reminders, live food specials, UQU-exclusive content, club messages, campus life feed?)*