

Interview Questions Fenia

We are working on a project for Fenia Xatzimixail in which we are making a website for her project "Great Greek Love" on this website we want to gather people's interest for the ancient Greeks and allow them to get more familiar with it. The website will feature the art about the ancient toys the great Greeks used to play with and we want to get kids to play with these toys while teaching them a bit about the ancient Greeks.

1. The website should be about the toys, but would you like the users to get to know a bit about you?
 - Would you like us to promote you?
 - How can we describe you as an artist?
 - What would you want us to include about you, your work or your story?
2. What do you mean by selling your toys to museums, do you want your toys to be displayed in the museum or would you like for your toys to be sold in the museum? if applicable;
 - Are there museums which have interest in your art, if so which museums?
 - Is any of your art in museums, if so which museums?
 - Should the museums buy your art by contacting you personally, e-mail, etc. or should the museums buy the toys on your website?
3. Would you like to have a website which functions as an online art gallery that displays your toys and gives people an experience, while they are on your website and if they like the toys they can buy them. instead of having a webshop?
 - If not, would you like the website to be a webshop or something else?
4. Do you have a logo which is connected to your brand or do you have a logo for the Great Greek Love project
 - If not, would you like one? (Ask for guidance, ask if she has anything in mind, make a bunch of prototypes and make her choose some that she likes).
 - Should it be a logo for your art/ your brand or should be a logo for the project.
5. What do you mean by the website being playful, is it in terms of the design or about how we present the toys?
6. You mentioned having a game on the website, do you see that as us giving options on what kind of games they could be playing with the toys, or do you want an actual game on the website?
 - should the game be with the toy or could it be a card game with the different toys for example

7. Who is your target group, because you mentioned parents, kids and museums before, but we can't make a website which satisfies all of them, so should the website be targeted at;
 - the parents who are going to be using the website in order to buy toys
 - the kids who aren't going to be on the website, but are going to use the toys
 - the museums
8. Do you have high quality photos of your toys? If so, could you send them?
9. You mentioned that you want people to be able to purchase your toys,
 - Do you want people to be able to purchase directly from your website?
 - Do you want people to be able to purchase the toys by sending an E-mail or something along those lines?
10. If the parents are the target group, how should we make the website engaging/interesting?
 - Should we still feature a game?
 - Should we tell a story about the toys and the ancient Greeks to gather the parent's attention?
11. You mentioned having an information box for the toys, what do you mean when talking about an information box?
 - Should it be a story about the history of the toy?
 - Should it be about how the toy is made?
 - Should each specific toy have a specific feature or story?
 - Are you going to provide the information or should we do our own research?

Interview Transcript Fenia

Interview1- March 14th, 11 am

Maksim(interviewer) - M; Client - C; Team - T; Everyone - E

Made by Sara

Corrected and compared with video by Maksim

E: Greetings.

M: Okay. Today we wanna do a small interview and ask you some questions about the website. And also we wanna ask you if it's okay if we gonna record this meeting to analyze it later?

C: Yes. No worries. Record it. Yeah.

Maksim: Okay. Thank you. So should we start?

C: Yes.

M: Okay. So the first question will be easy and I want you to think about it a little bit. The website should be about the toys, but would you like to show users some information about you?

C: Yeah. We will use some information about my history, let's say yourself, my cv, my studies, etc.

M: Mm-hmm. Maybe you also want to include your work story or how the toys are done. Like the process.

C: Yeah. Yeah. So information about *coughs*. Sorry that I look like this. I'm sick. Three or four days. I don't know what is happening.

T: Hopefully, you feel better soon.

C: Some information about the way that I produce the toys, I assume.

M: Mm-hmm. Can you share with us the text you want to implement or maybe the story in the mail, for example?

C: Yeah. I will do it.

M: Okay. Thank you so much. The second question is, like, what do you mean by selling your toys to museums? Because, in the previous meeting you told us that yeah, you would like to sell your toys also to the museum retailers, and, how do you see it? Maybe we will have to implement something on the website, which will be useful for museums to buy your toys. I don't know, maybe some information.

C: Yes, I was thinking about the museum stores, and I think the website should focus on a more aesthetic type of view. Because I want to focus, not now, but in a few months, let's say, when the product is more ready, to go to the museums, to be there in the shops. I really want the website to be more elegant, more assembly, in order to touch the aesthetic of the museums. Something like this. But this is why I told about the museums.

M: Okay. But, the thing is, it'll be kinda hard to implement both of your ideas. Like, making a playable website for the kids. And also for museums and parents because it's absolutely different types of looking, like for the website.

C: I understand. So, maybe focus, not on the museums, ect. But, to be more elegant and focus on the adults, parents and children to be more playful. All the website to be more simple. And maybe the playful things are for the parents and the children, some *illegible* games to play together. Simple things that they can do together. Something like this. So about the museums, if it's confusing you - keep it out.

M: Mm-hmm. Okay. And, maybe you have any museums you already were thinking about, like the name of this museum, so it can be helpful.

C: Of course. Let's say that all the toys that I am producing are inspired from ancient greek and the culture, etc. So theological museums, all the archeological museums, they will be very *illegible*, for the product, I think, but more archeological, let's say.

M: Okay and also, would you like your website to look like a web shop or, maybe just a gallery where you have a possibility to buy these toys.

C: The second one, it'd be nice like a gallery. Not like shops with just a lot of products, let's say a lot of information, just like a gallery, like a beautiful portfolio or something like this.

M: Mm-hmm. Okay. Understood. Also, do you have any logo which is connected to your brand?

C: Yes, yes. I will send it to you. My logo is the great Greek love. This is my main logo.

M: Okay. And, what's the color palette of this logo?

C: The, the colorful? The color?

M: Color palette. Like what's the main color of the logo?

C: No, it's not, it's only black because all the things that I produce, I'm doing in via *illegible*. So the Greek Great Love, it's a logo that I made by my hands. So it's not colorful, it's only black. A very simple one. I will send it to you.

M: Okay. Is it okay if we're gonna make a new logo and show it to you? And if you like it, we'll include it on your website.

C: Yeah of course. I will love it.

M: *laughs*. Okay.

C: Thank you.

M: Well, so we'll look at your logo and try to make something inspiring by it.

C: Thank you, guys. Thank you.

M: Okay. Let's talk a little bit more about the games on your website, because for us it could be clearer. What kind of games do you want to see? Should it be, I don't know, like a puzzle game?

C: Yes. I don't have it very specific in my mind yet. The main thing that I was thinking about is the fact that all the toys that I'm producing now are the toys that, let's see, they used to play outside the houses. Like the doll, let's say that they used to play outside with the other children. It has a history about all these toys and I will send it to you. And all the other toys that I'm using. And the children used to play with them outside the house. So, I was thinking about making something simple, like *Greek word*. We say, here in Greece. I don't know how to translate it. I will find it and I will send it to you. But very simple, interactive, like a funny simple thing, something like this. Not very complicated. I will send you all the information that you need and, for the other toys maybe, how they used to play with them, what they did, materials, etc. And maybe we can take something from this and create a game.

M: Okay. What we're thinking about with my team is making another type of a website, but it's not a separate website. So it'll be like a small button on the top of the navigation menu, for example. And, it'll redirect to the games for example, interesting facts about toys. Because, it's hard to implement

these types of games on the website, which should be also seen by museums, parents, and It's a lot of information for a one website?

C: Yes, I agree with you. It's a lot of information.

M: Do you have any good photos of your product?

C: Yes, I have. And I will send you in high quality.

M: Okay. It's so nice because you mentioned that you wanna see an art gallery on your website, and it'll be so useful for us. Maybe you have something else you'd like to see on your website.

C: I have seen some websites I like and I will send them to you to have inspiration. Let me note it.

M: Let me think one more minute about other questions we have. What social media would you like to include on your website? Do you have any of them? Like Facebook?

C: Yes, I have Facebook. I have Instagram, and I have Etsy.

M: Etsy. Oh, okay. Nice.

C: Yeah, I have 3 of them.

M: It'd be also nice if you share it with us as well.

C: Yes, yes, of course.

M: Okay, team, do you have any other questions you'd like to ask?

T: About purchasing the toys, would you like people to purchase them directly from the website or they can contact you first and you can arrange the whole purchase like that.

C: Yeah. The second one, I prefer.

T: Okay. Alright here. I think that's it for today. Thank you very much for taking the time.

C: Thank you, guys. And whenever you want anything else you can send me.

T: Sure. Thanks for your time.

M: Next week we will also arrange a meeting, so we'll show the progress of what we have done.

E: Parting