**[General Insights]**

1. **Can you first tell us about yourself and your company?**

* The project It’s made-up of myself and a team of three people.
* We are marketing people.
* Company have been contracted by other to create a virtual orientation experience for students.

1. **What is the main purpose of the project? Is it to be informative or is it for marketing purposes?**

* Both.
* Informative because it's going to give information and an experience to students who need to be oriented.
* Outside of orientation it's available for anybody to look at and utilise so it's both.

1. **What Target's target audience is going to be seeing this virtual tour?**

* It's a combination of students who are new to the programme.
* They might be coming into the digital technologies computing programme.
* They may have done something already.
* They may know a bit about it or they may not know a thing about it and be a new students to the programme.
* Could be students that come out fresh out of high school.
* Could be students who are looking to change careers.
* They might be very familiar with using technology.
* Some mature students or students who are changing careers may not be so familiar with technology.

1. **What devices will be most often used.**

* Mostly mobile.
* Tablet and iPad.
* Desktop.
* Laptop.
* Anything that can go through a browser.

1. **How many people are roughly going to view this?**

* Probably about 50 to 100 new students.
* It has the potential to have a large audience, which suggest to me that you there could be a number of people using it at the same time.

1. **Does this also involve international students?**

* It could involve international students.

1. **Do you need website translation for international students?**

* Translation is on the list of requirements.

1. **Any requirements on the look and style of a App?**

* It looks and feels as if they're on campus, and if they can move around on campus.
* There could be - places of interest for example. (Enrolments, reception area).
* It would be good if the people going on the tour could have access to work that students have done in the past – posters (an Emerge exhibition).
* So maybe in the virtual tour they go to a location which is showcase or emerge exhibition or something.

1. **What about accessibility? Do we have to like for example have a high contrast mode for people that have vision impairment?**

* More people can utilise solution the more chance we have of reaching them as potential students and helping them as orientating.

1. **Do you want it to be like free Run, or do you want it to be structured?**

* Free run. The users can go in whatever order they want to anywhere.
* It's just it's just like a game.
* We want story mode.
* There are certain places that we want them to know about and therefore I want them to go with that.
* I want them to be able to free run so they can go and drill down further.

1. **So where would you like to start? The virtual tour? Is there like a particular place?**

* We consider the entry points, and there are more than 9 gate entry points.
* People will arrive at Ara from different directions. You need to be thinking about how you might give them. Appropriate virtual start points depending on where they choose.

1. **How much of the campus do you want to be covered?**

* The main facility, the main area

1. **Is it like the orientation design for some specific courses or is it like for everyone studying at ARA?**

* It's for everybody.
* Studying in the ICT programme so it could be diploma students or degree students.

1. **What about loading? New virtual tours on top or new posters?**

* That's a stretch goal. The ability to rather than coming back to you and saying can you load these posters being able to do it ourselves.

1. **What browsers do we need to support.**

* All the common browsers Chrome and the Edge, Firefox, all the common.