Team: Can you first tell us about yourself and your company?

Client : So my company have been contracted by other to create a virtual orientation experience for students

Team: What is the main purpose of the project? Is it to be informative or is it for marketing purposes?

Client: It's both. It's informative because it's going to give information and an experience to students who need to be oriented. But it also means that outside of orientation it's available for anybody to look at and utilise so it's both.

Team: OK. What Target's target audience is going to be seeing this virtual tour?

Client: it's a combination of students who are new to the programme. So, 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. Or it could be students who are looking to change careers. So they don't know a lot about it, but they know that they want to go into it. So there's a bit of a range there. I guess that also follows that they may some of the students may be very familiar with using technology. And maybe some mature students or students who are changing careers may not be so familiar with technology.

Team: What devices will the users use primarily like? Will it be mostly mobile users or more like desktop?

Client: I can imagine it's mostly mobile, but it's likely to be tablet and iPad, desktop, laptop, anything that can go through a browser. But the majority of students will probably end up seeing it on their phone.

Team: How many people are roughly going to view this?

Client: Just thinking about the last orientation we did. There was probably about 50 to 100 new students. Have the potential to view it at the beginning of each semester, but because it's marketing, it would be more as well. I can imagine that we would take this out or we would make this available to students in their last year at high school. And do that as well. And maybe make it available. Through IT professionals or Canterbury Tech or something like that. So 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 I. Don't know if that's an issue.

Team: Just to expand on that question, I'm just wondering you say it's from students from coming out from high school. Does this also involve international students?

Client: That's a good point. It could involve. International students as.

Team: Well, so would you suggest that we would have to find like some sort of translation for students have difficulty understanding the English language?

Client: I think translation is on the list of requirements, but let's prioritise it a bit lower. Let's get the content sorted and the look sorted first...The text in different languages or whether you would just make access, you know how you can go on onto a website. And it says do you wanna translate this from Japanese to English? And I assume that's a Google thing.

Team: Do you have a particular like look and feel of the application?

Client: So we're talking about a virtual tour type concept. So it looks and feels as if they're on campus, and if they can move around on campus. And that there will be, I mean the typical things of a virtual tour there could be - Places of interest for example. That would be places that we can link in resources to do with that place of interest. So maybe we might say a place of interest in the virtual tour Is enrolments, and so when they when they go to enrolments in the location then I can imagine that they might have access to the enrolment form and the website and the programme handbook about things. Maybe when I go to the reception area or the home of the IT programme, maybe I've got an ability to see the faces of the tutors, a timetable, something like that as well.

David Weir:… might be something. Else you want to think about. In terms of the way you organise the information. You will need to have the landing site, before you take people into virtual.

Client: Environments…you'll need to be thinking about how you construct that as a starting point so that people can choose to get the information and to see things that are appropriate. I'm going to talk about this. A bit more about problem marketing. Is what is the cool stuff that people do In the ICT Programme?

Client: …..Let's link on to that. So as part of the virtual orientation, it would be good if the people going on the tour could have access to work that students have done in the past. And the way that we show our work in the past is with posters. So there is this thing called an Emerge exhibition, which happens at the end of each semester where third year project students. A A1 posters and a couple of short papers, which is a real showcase of what they've done, but also what our students can get involved with so that takes us more into that, that idea of the marketing side of it. So maybe in the virtual tour they go to a location which is showcase or emerge exhibition or something. I'd like you to sort of think about this where they can see the posters.

Team: What about accessibility? Do we have to like for example have a high contrast mode for people that have vision impairment?

Client: I don't know the specifics of all the accessibility, but the more people can utilise The solution the more chance we have of reaching them as potential students and helping them as orientating.

Team: Do you want it to be like free Run, or do you want it to be structured? …the users can go in whatever order they want to anywhere. Or is it like we are making them go through some track?

Client: Free run.

Team: Do you want a 2D map of click on those points.

Client: I want the free run so it's just it's just like a game. We want story mode but we want free run as well, because the story mode or the structure is that –“Hey, I'm a new student, I'm going through orientation”. 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. So both as the ideal, but you give me feedback when you're working on.

David Weir: So where would you like to start? The virtual tour? Is there like a particular place?

Client: 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.

Team: How much of the campus do you want to be covered?

Client: The main facility, the main area

Team: Is it like the orientation design for some specific courses or is it like for everyone studying at ARA?

Client: It's for everybody. Studying in the ICT programme so it could be diploma students or degree students, but it's only in that area, OK yeah.

Team: Is there any information you want us to like show in the virtual tour? FAQs? Student residences?

Client: I don't have a complete list In my head at the moment, but I'd like you to think about what will give you an idea of what orientation capped as well. But also I want you to think about yourselves as students and what you think is important, so utilise your own experience because that would be useful for me.

Team: What about loading? New virtual tours on top or new posters?

Client: Yeah, 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.

Team:

Client:

Team: How old browsers do we have to support?

Client: I don't know how old, but all the common browsers Chrome and the Edge, Firefox, all the common.

END OF AN INTERVIEW.