**3. You have just been asked to create a zoo which showcases at least 2 dragons. How would you go about building a habitat that keeps the dragons safe and healthy as well as keeps the customers alive? Please explain each step of your design and how it helps accomplish your two goals.**

Well, in a profitable business venture – as this one must certainly be – the competing goals of the dragons and the customers must be considered and catered to on an individual basis.

Dragons are relatively simple creatures when their surrounding hype (and bulk) is set aside. They would like to be safe and happy with their dragon friends, provided with enough food to satiate their primordial appetites, and given the opportunity to exercise aforementioned food off of their scaly (yet perpetually slim!) waistlines. Thus, the main concerns from the dragon side of the zoo’s conundrum are:

1. A comfortable yet sufficiently enclosed habitat
2. A nutritionally adequate diet
3. An opportunity for movement and activity rivaling the native environment

The zoo patrons are a bit more finicky! Naturally, the initial novelty of dragons in a zoo will attract a veritable torrent of curious individuals, but a more stable customer base must be cultivated through sustained interest. Serpents and lions may spend their days in a hazy, sleepy state to the disappointment of their visitors, but dragons – as one of the most expensive exhibits a zoo will ever invest in – must be staged for maximum appeal. Their exhibit must be expansive, intelligently located, and activity-laden, replete with opportunities to “wow” the crowd. Flying and fire breathing are spectacles that cannot be compromised, and an abundance of walking space cannot be skimped out on. The customer therefore demands:

1. An idiot-proof enclosure that keeps human lives intact
2. An exhibit that showcases a dragon’s most exciting qualities
3. Sufficient space for a large and agitated crowd

Though initially overwhelming, all of these concerns can be solved quite simply! As a prime catch for the zoo, the dragon exhibit should be situated at the very center of the premises, and built up several stories, including one contained underground. This allows for multiple levels of observation by the patrons as well as extending the containment zone to an altitude suitable for dragon flight.

The container itself should, naturally, be bullet- and fire-proof and *very* shatter-resistant. The exhibit’s roof, accessible via an attached lift, can be constructed with a multi-level feeding system, in which livestock (or other dragon-appropriate food supplements) are placed into a simple vault by trained zookeepers and released into the exhibit proper with the press of a button! A simple, safe, and effective feeding system that will keep both the dragons and the humans involved healthy and happy.

As for the all-important exercise routine, a “dragon treadmill” (or, more colloquially, hamster wheel) should be installed in the uppermost level of the exhibit – a set of powerful air jets that simulate the movement and resistance of air during the dragon’s natural flight state. This impressive spectacle is sure to keep the customers coming! Fire breathing is also an integral part of the dragon health routine, keeping communicable diseases at bay and assisting with digestion. Multiple sets of completely user-replaceable “practice targets” should be fitted for the exhibit: made out of a particularly flammable synthetic that releases no harmful fumes or byproducts, they are wonderful, cheap tools for ensuring that one’s dragons don’t get too excitable – much like scratching posts for cats!

These simple, inexpensive innovations are really all that’s necessary for proper dragon-care in a captive environment. They may be creatures of the wilderness in fantasy – but with proper precautions, tame dragons can become a reality!

**4. Describe what excites you about Zappos and more specifically Zappos.Code(). BONUS: Submit a video (less than 5 minutes) answering.**

I’ll admit right away, that I don’t remember a world of online shopping without Zappos in it. I vaguely remember a time when paranoid caution and uncertainty reigned, and 30-day return deadlines were marked on the calendar and underlined – twice, emphasizing their immutability and urgency. But this was not the world of online shopping that I entered: when my pocket change finally turned into actual currency, I entered an online market forever changed by an intrepid shoe company that became an unquestionable industry leader.

I’ve been passionate about design, aesthetics, and technology for what seems like an eternity – toying with products ideas, coming up with neat little concepts for packages and menus and websites, made up the backdrops for my middle and high school experiences. Design has always been ubiquitous in my life, something I lived and breathed without a single realization of its possible significance to my future, and my experiences with it have been largely instigated and influenced by the Internet culture and tech industry that emerged as I grew up.

Throughout this time, I developed a voracious taste for the beautiful and the functional, and a hypercritical eye for the superfluous and discordant. I am so eager to have the opportunity to apply and refine my skills at Zappos – a company that, I confess, I’ve been a voracious patron of for perhaps more time than is strictly healthy. To be able to learn from a company that I love and support, to develop my abilities in an, energetic, upbeat, and dynamic environment, would be an incredible opportunity that I would to my very best to be worthy of.