

Interview notes with Mr. Henning Braune

Good Evening, it is nice to meet you! I conduct this interview is a purpose for research to redesign an event-site (Event web pages for England Country Show) and to understand its target audience.

Here is my prepared question for general questions:

1. I know you are learning Chinese. How many classes do you have a week?

I recently not took any Chinese classes; however, I continue learning Chinese and I started the second book of *Standard Chinese*.

2. What do you do if you are not on the clock?

I get up to drink green tea at 7:30 am at my bed. Then around 8:30, I went out to walk my dog, then come back for breakfast. Then I do my chores, there is a lot of things to do. After lunch, I went to the forest, then go back to do something with my garden. Today I am going to make bread. I will show you a picture later. That is my first time to make bread.

3. May I know how old are you, and what do you do?

I am 80 and had retired; I have four children and four grandchildren.

4. Have you ever been to a County Show?

I had been a country show a long time ago.

5. What made you go there?

I was just curious.

6. What was your last time to visit such a show? Tell me about that

By my memory, the country show had cattle, special animals (ex: cow, sheep), and horse shows. The country shows have farming work tractors and harvesting machines. There are sheep, and farming work, tractor, and they had harvesting machines--that that is what I understand by a country show

7. Did you stay at a hotel?

(I did not ask him the question, because it only took him half an hour get to the show)

8. How did you do there? Did you go with your children or grandchildren?

(I did not ask the same question, but his description of his experience of the country show told me the answer) He went with his family.

9. Was there any special food you like? Or some activities you were interested in?

I remember last year I went with Aaron (his grandchild) for the show. The people invited him to sit to climb up and sit on the tractor. This is for Aaron, this is unforgettable.

10. Did you meet your friends there?

Benjamin (his youngest son) family, they come here (the country show) for lunch.

11. How much did you spend on this kind of activity?

Three hours.

12. Did you buy anything? What did you buy?

I bought a sausage there.

13. Did you pay by credit card or by cash?

Cash.

14. If he bought something. Is that for a gift? What is the purpose?

(I did not ask the question)

15. When did you go there? On weekend?

Weekend, normally with my family, my son and their kids

16. How long did it take for you to go there?

Half an hour by driving

17. How did you know the County shows? Did you check their website?

From newspaper.

18. If (he) check the website. What information you were trying to find from their website?

NA

Observation

I told Henning about my purpose of the interview:

"Henning, I am going to show you an English county show website. Could you please pretend that you were in England, you are trying to find some information there? Could you please think loudly when you look at the site? For example, I am trying to find what the show is about, I click here..."

Part A: Notes and Interview

I sent a link through email, and Henning sat at his desk to turn on his computer. Below is the recording of the interview.

Henning said, "Yes, there is nothing." He showed me his screen, the screen was all black. I told him to try again, a few minutes later, he saw something, "Yes, this is the country show. Where did you find this?" Henning was excited, "There is everything. It's a sheep, and farming work, tractor, and they had harvesting machines--that that is what I understand by a country show." Henning followed my instruction, "think loudly." "At the site click on the logo, at the bottom of each page, now I go to the next page and there is a steam engine us and there's a farm lady you see yeah looks quite happy; it is noticeable: "three days of August " I get a lot of info's there look motorbikes they even show motorbikes but when do you get the idea from that this is bad? Why do you say that it's bad?"

Henning was excited that he finally can explain to me what country show was (because I did not know at that time) He thought the website showed everything about country shows, and he did not understand why our teachers and I thought this website was bad and needed to be improved. **So I had to explain to him:**

"I think from my point of view, if I want to go to a country show, in the front page, I need to know what the date I can go, such as August 22nd, 2007; what time such as five to six; and how can I get there, such as that address; and I want to know what kind of activities that there will be, such as the children can have a steam show, to have tractors or old car there, and people can have a drink there; or have some food there. Or if I were a farmer, I want to know how can I apply there to have a booth? Is there any application for me, and can I display my goods online to sell as well? So, when I see this website I get lost, I found it was not easy for me to get the information that I want."

"Oh, Ben, this is for visitors not for farmers. There is another channel for farmers' participation. Organizations announce this on the radio and the TV or in the newspaper and then some people might want to participate and to have a booth, for example, but what I see here is not for the participants this is for the visitors." Henning explained to me.

"Quite detailed information, I don't know where you get the idea from that this must be changed?" (Henning disagrees with me that I told him that I will improve the layouts) "you said it is bad, honey." Henning clicked another link, "Right on top you click, it shows you relatives, there's even a map, it shows how you can get there. There is a photograph of the tractors of the peoples, then there is another, yes, entered there, there are people with donkeys, and there's a horse and there is also a place to rest." He spoke toward to the screen, "look at it, so many things, look they have horses. here are the farmers with the old tractors." "if you had a careful look, oh, look here, honey, they have everything here." Henning was pretty sure that my comment about the website was wrong.

"Yeah, with diesel engines. I recalled that I saw one show that had a diesel engine, and also they had steam engines. Aaron was excited, you know." He found another click thing, "we start to take next to that steam engine and there was a fire underneath the kettle, and then they have, but you know that was so impressive." Henning paused and seemed puzzled, "I would not change (the website.) OK, it works. Are you serious that you make suggestions to the organization about how to change this? Is this serious?"

"Ben, are you going to write an email to tell them, 'hi, there is a guy from the united states, thinks you have done a bad job, here is my suggestion.' You know, the British guy would answer like that, 'What, a guy from the US, they know nothing.'" Henning teased me.

"Ben, I'm tired OK, I'm a little tired, I'm hungry OK I'm sorry This is nice. speak people have put a lot of work into this I tell you many pages this is like a magazine they have printed for the visitors with much information OK."

"It's and maybe the farmers don't want to spend money, so they have produced this themselves this is quite nice. I will say." Henning concluded.

"OK, do you find the date the country show is available?" I asked.

Henning went back to his screen "In the show, there are speakers talk, there is even parking for disabled, and there's motorcycle parking and there are toilet facilities and even toilet for disabled people; well-behaved pets are allowed on the ground and facility for wheelchair and opening time what do we need more what's the opening time. Here, the opening time is from 9:00 AM to 6:00 PM." Henning was very good at finding the information he wanted.

"What is the admission fee?" I gave him another test, "It is 10 pounds and children 5 pounds; under 5 is free."

"What kind of activities are available for children?" I continued,

Henning answered with his loudly thinking while exploring the website, "I've not seen activities for children. Many children can ride on the train, tractor. What do we expect for children? I remember last year I went with Aaron (his grandchild) for the show. The people invited him to sit to climb up and sit on the tractor. This is for Aaron, this is unforgettable. You know he could Aaron sat on this old tractor, just like the photo here, Aaron was very impressive."

"I did not read through everything in every line. Children can ride on horses; yeah, there it is horses and cartwrights for children, and adults of course as well what else do you want."

When I asked Henning's suggestion about the improvement, Henning replied, "Improvement no at the moment, I cannot tell you right now. I have to sit and give it a thorough check."

While he was looking at the screen, he thought loudly

"Love the text which is read by visitors, suddenly they talk to the people who want to take part 'if you have a goat sheep pig cow horse or any animals of interest and would like to show them please contact us.' But 'when the exhibition is already opened and the visitors go in when having a goat in my home then I can also go with my God.' What does it mean?"

"[I found] ice cream here, we have some beer there, you know. What do you mean? you think if this information is just simply reorganized to make it a good structure that will be better, right? I know you are satisfied maybe for the people who get this. They (refers to users) look at it, it is a little confusing. You know, there are pictures of horses, in tractors, and then there's some information on the right side. But of course, I mean it takes maybe 10 or 15 minutes to look through. It's like a magazine with lost lots of information, and as you know, of course, here is an overview of the machines you can see, the horses and a parrot is here, and then oh darling, suddenly we have another, how does this fit in the general picture. Yeah, you could criticize this layout." Henning found problems now and he got confused. "Why do we have on the right hand this animal, and here we have the address of this. Yeah, no that is not so logically doing it this way." Henning began to agree with me that the website needed to be improved. "the layout could be made more structural, more logical, more systematic, you know. what I mean, yeah I understand.." Henning continued to explore, "There is a steam engine, here is a rabbit, you know? What has the rabbit got to do with the steam engine? you can say if something of interest and would like to join in at the show, but really? there's a farmer with very nice horses show, 'daily opening time text welcome'.." Henning frowned, "when I look closer at it now, I can get very critical you know, and say this is very confusing." Henning stared at the screen, "Did they put everything in spot, and start it, and then see what's coming out noticeable." Henning read loudly the screen, "three days ... bank loading.. weekends.. exhibition." Henning stopped and spoke to me, "Now, I know why your teacher and you think it needs to be improved. It should be more structured."

Part B: Observation and Conclusion

From the observation, Henning was satisfied with the information content. Yet, he thought the information should be organized logically. He did not think it was a problem at the beginning because he had enough time, he has retired. So, time for him is not a problem. When he went further, he thought the website make people confusing. He thought it might take 15-20 minutes to understand the website.

Other notes and questions I prepared for the interview:

1. What kinds of information are you going to find from the first page?

They have everything. Yes, that is exactly what country show looks like.

2. What is the most annoying thing when you look at the website?

It is confusing when click the photos that does not show information about this image; the information on the pages is disorganized and contains random contents (such as irrelevant photos that do not match the event descriptions).

3. What are you looking for?

The date and time of the country show.

4. Would you consider staying one or two more nights for this show?

(this question is not applicable anymore)

5. Would you consider bring your kind with you for this event? Or you think the event only for adults?

I've not seen activities for children in this event yet. But I think children can also ride on horses yeah there it is horses and cartwrights for children and for adults of course as well what else do you want.

6. What activities do you want to participate in the event?

(I did not ask the question)

7. What suggestions do you want to give their website?

Be clear and organized that can tell the event details and use relevant contents on each activity that fits the event details. Don't make me THINK! – Do not put everything in one spot (one page) that looks quite crowdy.