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Template for interview: inform them on your app, ask about their opinions/needs/feedback, and gather a conclusion with how this interview will help the direction with the app.

Interview 1:
Stakeholder: A person who is looking to own a pet as a companion for a hobby/mental support. Learning about the interviewee

1) Questioning their experience with apps and other applications that they want to see
   a) First, I asked if they were familiar with any other applications that they use regularly. They responded with apps like Twitter, Clock, Calendar, Notes, Snapchat, TikTok, Youtube, and Instagram.
   b) Following up with that question, I asked if there were apps that they would like to see and they replied that they wanted an app for social media like Instagram and Snapchat.
2) Stakeholder's initial reaction to the concept of PetPedia
   a) I explained the concept of PetPedia as a colorful app that is geared to users who want to learn more about different pets, join a community with other pet owners, and use a reminder system where you can schedule your pet's tasks. I asked them what their initial feelings were about the app's goal for the users.
   b) They had a lot of feedback regarding the app by saying that PetPedia would be a good source of information for people who want to learn and begin raising a pet. They also said that the community portion of the app encourages pet owners to continue maintaining a good environment for their pet by sharing similar experiences with other pet owners.
   c) One feedback that was very helpful regarding one of the features of the app was that they said, "People may be forgetful and may neglect their pet, so having constant notifications from the app will help immensely."
   d) Another feedback that stood out was their initial reaction to the app's name, "PetPedia". They stated that "It sounds really basic and similar to Wikipedia. I don't really use Wikipedia to learn things, because some of the information is inaccurate and too drawn out."
3) The next question was if the stakeholder had any expectations for the app and if there were any necessary/unnecessary features that were in the app.

a) Their expectations for this app was that there definitely need to be a reminder system put into place to remind users about their pet's/pets' activities such as a vet appointment, daily walk, feeding, etc.

b) Regarding necessary features my stakeholder suggested that a section could be added where it explains/gives advice on how to train a pet with some common training such as responding to calls, sitting commands, using the litter box, not eating from the table, etc. When asked if there were any unnecessary features in the application, they responded that they felt that there were no features that were unnecessary because each feature had important roles to those who want to become pet owners.

c) Another feedback that they provided was that they expect the app to be colorful with images because it would give off a fun and welcoming image to all audiences instead of becoming a short time use app such as the Clock and Reminders app on iOS apple.

4) My next question was asking the stakeholder if they would achieve anything from PetPedia as they are a person who is looking to become a new pet owner.

a) Their response was positive, in which they responded that there would be many aspects of being a pet owner to learn in PetPedia and that they can apply it to their habits as a pet owner in the future.

Conclusion of this interview:

1) How did this interview affect the direction of your app?

a) I learned that the interviewee really likes social media applications based on their history with apps they prefer to use daily such as TikTok. From this, we will put more emphasis on PetPedia being unique as it will be a platform for learning as well as a community app where users can share experiences with their pets through blogs/photos/videos. I also learned that the name of the app "PetPedia" might throw off some users as they have had bad experiences on Wikipedia in the past.

Interview 2:

Stakeholder : Your average aspiring pet owner/beginner pet owner who would like to expand their caretaking skills

1) Before approaching the interview with PetPedia related apps I asked the Interviewee some questions about their favorite apps.

a) The response I received mentioned the following apps: Snapchat, TikTok, YouTube, Instagram, and Facebook. The interviewee said that these apps are visited by them on a daily basis as sources of entertainment and as a way to stay

in touch with others while also gaining information which could be useful or nonsense.

2) Another question I asked was aside from entertainment, what were the physical attributes of those apps that make them so iconic and captivating.
    a) I was told that the most captivating and iconic bits of all of those apps were the staple left behind by the logos, the layout, and the colors being used in every aspect in the app. They went on to say that navigating and personalizing the app is something that has kept them coming back for years.
    b) They also added that they believed why certain apps become successful is due to the beauty in the design and the consideration for personalization, while also being able to maintain a staple ingrained in the app by the creators.

3) I then progressed the interview by asking them to brainstorm any ideas that came to mind when the name PetPedia was mentioned to them.
    a) My interviewee began to say that when they hear that name the first thing that comes to mind is a place or platform which would act as some sort of information hub like wikipedia but for pets. They said that PetPedia sounds like something that would be strictly for information about pets whether household or exotic and that it would have everything about any pet imaginable.
    b) I also told them what the purpose of PetPedia was and how the name arose. They then mentioned that upon hearing the name of the app that it immediately reminded them of wikipedia. The personal opinion held by them was that the app's name seemed a bit generic, but they said that they did believe that it defines its purpose well while also maintaining a sense of familiarity.

4) My final question for the interviewee was about what features they would like to see implemented into PetPedia which would encourage them to continue use of the app when downloaded.
    a) The interviewee responded saying that one of the features that they would really enjoy seeing would be some sort of system for the pet owners that would allow them to share photos of their pets with other pet owners on the app. They said that implementing a social media aspect would definitely be a way to maintain users of the app because they would be able to relate to real people owning real pets and not just going off of words and information on a screen.
    b) The interviewee also mentioned that a reminder system is something that would be extremely useful to users and that it would help make the app family friendly. They believed that it would open up opportunities for kids to use the app safely and effectively. Saying that a good reminder system will make sure the entire family can show their pets affection without putting anyone at risk.

Conclusion: Some notes that I was able to take away from the interview based on the responses to my questions.

➢ The interviewee believes that the app has a resourcefulness behind it and can see themselves using it under the right circumstances. I also learned that there are some fine tuning for the app that can help it evolve down the line. The key to a captivating app in today's society appears to be one which allows users to connect to other users and share real life experiences and information.

➢ With the demand of a social aspect being introduced, that has made me ponder about ways in which we can not only connect aspiring pet owners with pets, but also connect pet owners with one another. As far as changes to design, there are some features which can be implemented and this is something that we were mindful of. I'd say the only new feature that has popped up was the social media aspect. Features such as app personalization and a reminders tab were already aspects which we wished to implement, so I would like to say we are going in the right direction for our app.

➢ For PetPedia to appeal as its own community, a small scale hub feature or some feature that would allow comments on posts without misleading information should be a feature to consider.

Interview 3:
Stakeholder: A wife and mother of two who may be interested in getting a family pet.

What are their needs/wants/situation?

    Needs:
- Interviewee states there are no known needs for a pet, but she feels certain pets may have a calming effect on her daughter who has an autism diagnosis.
- Interviewee also states that having a pet will create the need to watch spending expenses and the need to earn more money.

    Wants:
- The family would like a dog as a pet. The family is aware that not all dogs are the same and that having a source to check the similarities and differences of many types of dogs and other animals will help them make a more informed decision when deciding which type of breed and species to choose when deciding on a pet.

Situation:
➢ Family lives in a single-family home with a fenced backyard and frontyard. They are home most of the time and the father can work from home.
➢ Both children have a lot of energy and love to play all day. The children usually play well, but have a tendency to play haphazardly.

- ➢ Father likes to stay active and feels having a dog may give him an excuse to be outside more frequently taking the dog for walks and jogs.
- ➢ Mother likes to cuddle on the couch. This may prove to help balance the life of a pet.
- ➢ Both children enjoy playing and cuddling. Seems like a good balance.

After sharing your ideas for your app to the interviewee, what was their feedback?
- ➢ The interviewee liked the idea of having a section of the app that helps users learn about other animals stating, "I think it would be really fun for the kids to learn about many animals", and "It would help me pick a pet that would be safe for my daughter". One main concern for the mother is she doesn't want to introduce a pet that might bite her daughter.
- ➢ I asked why she did not think having a map of nearby vets and a shopping option in the app was important to her. She replied, "It doesn't take long to google stuff like that", and "...I usually do all my shopping on Amazon anyway."
- ➢ I asked her about her idea of adding a section to share pictures with captions of pets and why she thought that would add quality to the app. She told me that she uses Facebook a lot and enjoys sharing pictures with friends and family. "I like using Facebook, being able to share pictures is a great way to share a part of yourself with your community." "I think being able to do that on your app would make it so that people want to be a part of a community."

How did this interview affect the direction of the app?
- ➢ I know creating an app that is fun to use won't make it a useful one, but I think adding aspects like that will make people use it often.
- ➢ I like the community aspects of things and I think if people feel others are listening to them it would allow them to share ideas on our app so everyone can benefit from them. Just because something is fun doesn't mean it isn't useful.
- ➢ I think a more colorful and vibrant experience could make using the app easier. The feedback I got from this interview encourages me to keep that focus.
- ➢ The app's name, PetPedia, suggests the same functionality of an encyclopedia which is to deliver information on a subject. PetPedia should definitely focus on making that a main point, but also adding the community function so that it can be a community of learners, pet owners, people who could benefit from service pets, and professionals who all help one another to become pet experts.