

Feathered Friends Questionare		
ROLE	QUESTION	REPLY
Owner	What does this application need to do?	Well, we run a rescue for birds, and we want to make it easier for people who want to rescue birds to find the right bird. So, uh, I guess that.
Owner	What is your end goal for the app?	If we can increase the amount of adoptions and fosters in our network of rescuers by even 15%, that would be a success!
Owner	What is your end goal for this product? What is the problem or need we are aiming to solve?	The problem is that people don't know much about the birds we have in our sanctuary, or how to care for 'em or contact us when they need help with their bird. So that's what we want to solve. Oh, and uh, we also do all the paperwork with...uh...paper. So making that digital would be great. There are a lot of apps for adopting dogs and cats, but birds seem to be an empty space. What apps are out there are seriously lacking in the ability to sort, filter, and match potential adopters adequately with birds that fit their personality, lifestyle, and wants.
Owner	What worries you about this project?	I just worry that it won't help. Or that it will be too complicated for people.
Owner	Are there any relative brands or apps that we should look at?	I mean, petfinder is cool, but that's more for dogs and cats. Not much info on the birds on there.
Owner	Do brand guildeines/style guides exist?	Uh...well....we do, but there kinda old, so if you could help us a little bit there on modernizing...
Owner	What platform do you see this on?	Probably on the web...maybe a mobile app, too?
Owner	What are the KPIs? How will we define success for this project?	If we can increase the amount of adoptions and fosters in our network of rescuers by even 15%, that would be a success!
Owner	Are there any specific legal requirements around this type of app or service I should be aware of?	Certain birds do have adoption restrictions.
Owner	What do you think I need to know that I haven't asked yet?	We have paper applications for adopting and for fostering that we want to digitize.
Owner	Tell me about the customer. What is important to them and what are they trying to do?	We need to give them detailed information that's easy to read about our birds so they can find the right one for them, and so the bird doesn't end up back with us or worse.
Owner	Do you have any concrete data (sales,etc) to share on the user?	Uhhhh, a little? We can discuss that more in detail.
Owner	What is the customer's end goal for this product?	To be able to search for and apply to foster/adopt birds with the most information possible and fewer phone calls and meetings.
Owner	When and where do you think someone would use this product/feature?	I mean, when they first start thinking about adopting a bird or fostering one, or once they've decided to. Probably on the web?
Owner	What are the most common problems your users face?	Lack of information and lack of support
Owner	What is your current process for viewing, supporting, fostering, and adopting birds? What works and what doesn't? What are your pain points?	
Owner	What do you want users to know about your birds? Breed, personality, etc.	
Owner	What do you want users to know about your organization?	
Owner	What programs or resources do you offer?	
Owner	What ways can someone get involved with your organization?	
Owner	What resources do you provide?	
Owner	Do you want to be able to contact users? Collect e-mails?	
Owner	How do you want clients to be able to contact you? Phone? E-mail? Address?	
Owner	Do you utilize social media? If so how does the customer access and do they contact you via your social media?	
Owner	What is your vision for ideal app updating and usage on the business end?	
Customer to Adopt/foster	What platforms do frequently use?	
Customer to Adopt/foster	Tell me about the yourself. What is important to you in birds and what are you trying to do?	
Customer to Adopt/foster	What is your end goal for this product?	
Customer to Adopt/foster	When and where would you think you'll use this product/feature?	
Customer to Adopt/foster	What are the most common problems you face?	
Customer to Adopt/foster	What do you know about the organization and what would you want to learn?	
Customer to Adopt/foster	What do you know about rescuing/adopting/spoonsoring/fostering birds and what would you want to learn about it?	
Customer to Adopt/foster	Have you adopted/fostered/sponsored a bird before? With this company or another? Tell me about the process and what worked and what didn't.	
Customer to Adopt/foster	What programs or resources do you you need?	
Customer to Adopt/foster	Do you utilize social media? If so how do you access?	
Customer to Adopt/foster	What would you want to know about a bird you're looking to learn about/adopt/foster/sponsor?	

Customer to Adopt/foster	What is your current process for viewing, supporting, fostering, and adopting birds? What works and what doesn't? What are your pain points?	
Customer to Adopt/foster	Are you part of any bird affiliated groups or do you want to be?	
Customer to Adopt/foster	In what ways are you willing to support this organization? Monetary? Time?	
Customer to Adopt/foster	What do you know about suporting the organization and what do you want to know about the options and process?	
Person looking to rehome or rescue	What platforms do frequently use?	
Person looking to rehome or rescue	Tell me about the yourself. What is important to you in birds and what are you trying to do?	
Person looking to rehome or rescue	What is your end goal for this product?	
Person looking to rehome or rescue	When and where would you think you'll use this product/feature?	
Person looking to rehome or rescue	What are the most common problems you face?	
Person looking to rehome or rescue	What programs/info or resources do you you need?	
Person looking to rehome or rescue	Have you rehomed or rescued a bird before? How was the process? What worked and what didn't?	
Person looking to rehome or rescue	What do you know about rehoming or rescuing a bird? What do you need to know?	
Person looking to rehome or rescue	Are you part of any bird affiliated groups or do you want to be?	
Current bird owner	What platforms do frequently use?	
Current bird owner	Tell me about the yourself. What is important to you in birds and what are you trying to do?	
Current bird owner	What is your end goal for this product?	
Current bird owner	When and where would you think you'll use this product/feature?	
Current bird owner	What are the most common problems you face?	
Current bird owner	What programs/info or resources do you you need?	
Current bird owner	What kind of bird do you have?	
Current bird owner	How did you get this bird? What was the process like and what worked and what didn't?	