Ali and Jannat, two seniors in high school, participated in a interview for a scavenger hunt project using the Centennial Seal in Davis. They are planning to commit to UC Davis as freshman, and we met with them for 15 minutes on Zoom to interview them. When asked what motivated them to participate, they expressed interest in learning more about the history of Davis and exploring the city in a fun and interactive way. Both participants had some familiarity with Davis and its history, but were excited to learn more through the scavenger hunt.

When asked about their preferred learning style, both participants indicated a preference for visual aids such as videos or photos, but were also open to text and audio formats. They expressed interest in visiting landmarks and historical sites such as the Davis Farmers Market, the Davis Arboretum, and the Davis Cemetery. However, they also mentioned wanting to see lesser-known or hidden sites that are not typically part of standard tours.

Both participants felt that navigating the city using a map inside the seal would be relatively easy, but expressed some concerns about the accuracy and clarity of the map. They were willing to use a mobile device to scan QR codes at each landmark to access information about the site and where to go next. When asked about rewards or incentives for completing the scavenger hunt, they suggested small prizes such as stickers or pins, and also expressed interest in social media shoutouts or recognition.

Through this interview, we learned that our target audience for the scavenger hunt project is motivated by a desire to learn about the history of Davis and explore the city in a fun and interactive way. They prefer visual aids but are open to other formats, and are interested in visiting both well-known and lesser-known landmarks and historical sites. We also learned that our target audience is willing to use a mobile device to access information and navigate the city.

Questions:

What motivated you to participate in a scavenger hunt around Davis using the Centennial Seal?
How familiar are you with Davis and its history?

How do you typically prefer to learn new information - through visual aids, text, or audio?
What kind of landmarks or historical sites would you be interested in visiting as part of this scavenger hunt?

How easy or difficult do you think it would be to navigate the city using a map inside the seal?
Would you be willing to use a mobile device to scan QR codes at each landmark to access information about the site and where to go next?

What kind of rewards or incentives would motivate you to complete the scavenger hunt?
Is there anything you think is missing from the current plan for the scavenger hunt or that you would like to see added?

Would you be willing to provide feedback on the scavenger hunt experience after completing it?