**Five-act interview structure:**

1. A friendly welcome to start the interview
2. A series of general, open-ended context questions about the customer
3. Introduction to the prototype
4. Detailed tasks to get the customer reacting to the prototype
5. A quick debrief to capture the customer’s overarching thoughts and impressions

**Example:**

1. Hi, good morning *<interviewee name>*! My name is *<interviewer name>* from Team Invisible and we are working on the topic ‘Area 2 - Register Pets’. We would like to ask you a few questions to help us better understand how we can further improve upon our sprint project and our prototype.
2. List of questions about the customer:
   1. Have you ever flown in a plane?
   2. Do you fly international or domestic?
   3. Have you ever experienced issues with landing or take off?
   4. Did these issues cause large delays?
   5. Were these situations handled correctly?
3. I would like to take a minute to explain our prototype. Our team is developing a mobile application that provides a myriad of services to current or future pet owners that can assist them from the initial point of adoption to the final step of bringing them home. We would like for you to try our prototype and give us your thoughts and feedback.
4. List of tasks for customer to accomplish under observation:
   1. Navigate all pages of our prototype
   2. Understand how to adopt a pet using our prototype
   3. Find a store using the store locator
   4. Use the forum to all topics
   5. Access the support page incase they face an issue
5. Now that we’ve successfully completed the testing-act, lets do a quick run-through of the interview and the testing process.
   1. Can you give us your overall impression towards our prototype?
   2. In your opinion, what part of the prototype can be improved?

To conclude, thank you for your time and patience for participating in the interview and usability testing process of our prototype.

Good day/Morning/Afternoon/Evening Sir/Madam, my name is \_\_\_\_ Thank you for agreeing to an interview with us. We are working on a solution to eliminate the manual reporting of problem areas with regards to the maintenance of the local airport runway. We plan to ask you a few questions regarding this issue to get a better understanding of your point of view.

List of questions about the customer:

1. **Have you encountered any delays when your airplane is about to take off/land?**
2. **Do you think obstructions on the runway are a big issue?**
3. **Are you familiar with how the airport runways are maintained?**
4. **Do you trust the airport to ensure that your takeoffs/ landings are completely safe?**
5. **Would you blame the airline or the airport for delays to flight schedules?**

After completing the interview, quick feedback of the prototype would be applicable.

* What is your overall understanding of our prototype?
* Which area of the prototype feels incomplete or featureless?

Have you ever flown in a plane?

Do you fly international or domestic?

Have you ever experienced issues with landing or take off?

Did these issues cause large delays?

Were these situations handled correctly?

1. Hi, good morning *<interviewee name>*! My name is *<interviewer name>* from Team Invisible and we are working on the topic ‘Area 1 - Problem 3 - Safety Checks’. We would like to ask you a few questions to help us better understand how we can further improve upon our sprint project and our prototype.
2. List of questions about the customer:
   1. Have you ever travelled by airplane?
   2. Do you fly international or domestic?
   3. Have you ever experienced issues during landing or take off? (Delays or rough landing)
   4. Did these issues cause large delays?
   5. How were these situations handled by the Airlines?
3. I would like to take a minute to explain our prototype. Our team is developing an application for the Changi Airport Authorities, and in specific their Air-Traffic Control Tower. This application will aid in better handling debris and wildlife hazards on the runways by reducing manual labor and introducing automated machine learning to reduce response times in the event of a crisis.
4. List of tasks for customer to accomplish under observation:
   1. Navigate all pages of our prototype
   2. View Camera and Thermal Imaging feeds
   3. View Live Reports tab
   4. View Live Map
   5. Log Out of the application
5. Now that we’ve successfully completed the testing-act, lets do a quick run-through of the interview and the testing process.
   1. Can you give us your overall impression towards our prototype?
   2. In your opinion, what part of the prototype can be improved?

To conclude, thank you for your time and patience for participating in the interview and usability testing process of our prototype.

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**Primary Research**

**1.**

**Title:** Pet Ownership Regulations in Singapore

**Retrieved from:** <https://www.ava.gov.sg/explore-by-sections/pets-and-animals/owning-a-pet/getting-a-pet>

**Notes:**

The Agri-Food and Veterinary Authority (AVA) of Singapore has several regulations in place for pet adoption and ownership as specified in the link above. The page details several important details such as the permitted breeds of pets allowed for sale in Singapore, a checklist to be filled before considering ownership of a pet, pet purchase declaration and other such critical information. This trove of information from the government’s own leading authority has provided us with a good understanding of the laws in place in Singapore around which our application is poised to operate on.

**2.**

**Title**: Dog License Applicants

**Retrieved from**: <https://www.ava.gov.sg/docs/default-source/tools-and-resources/resources-for-businesses/conditionsofdoglicensing.pdf?sfvrsn=8>

**Notes**:

In this article, the author focusing on the law of the pets in Singapore. Currently in HDB, the owners only allow one pet of an approved breed per residential unit. Every pet needs to have license applicants from the government. If they do not have the license for the pets, a fine of up to $4500. A pet license is only valid for one year and must be renewed it after expiry of license. And all existing or new licensed pets need to be microchipped. In condo apartment, no pets are allowed to bring or to have. In HDB, a person can have the pets in a maximum of three.

**Secondary Research**

**1.**

**Title:** The badge makes tracking lost pets easier

**Retrieved from:** <http://www.straitstimes.com/tech/this-badge-makes-tracking-lost-pets-easier>

**Notes:** In 2013, when a person who went to the country as a business trip overseas, he got a call that his dogs were missing. He felt really sad and he couldn’t focus on his business trip. Unfortunately, after two weeks later, he had found a paper hanged in a wall at a mall that the dogs were found. The founder finds the dogs from using the Pet Widget app which is an IOS and Android phone app to scan the barcode from the tag that worn by the pet. After that, he started introducing that app and invested 100 thousand dollars. That badge becomes something that can serve the pet community worldwide.

**2.**

**Title:** Dog and owner characteristics affecting the dog–owner relationship

**Retrieved from:** <https://www.sciencedirect.com/science/article/pii/S1558787814000343>

**Notes:** The most important of having a dog is that to have the relationship between dogs and the owners for the effect of life for both of them. The relationship between dogs and owners can help the understanding of the successful relationship and the less successful relationship. The dogs behaviours can be changed based on the owners. The dogs had been tested on the Danish Dog Mentality Assessment (DMA) to answer an online questionnaire. The answer came out with the influence of the dog-owner relationship more than dog personality traits did.

3.

**Title:** The effect of keeping a dog on the lifestyle of its owner

**Retrieved from:** <https://www.tel-aviv.gov.il/About/DocLib4/The%20effect%20of%20keeping%20a%20dog%20on%20the%20lifestyle%20of%20its%20owner%20and%20on%20the%20public%20sphere%20in%20the%20city%20of%20Tel-Aviv.pdf>

**Notes:** Lately, the city has set up ca. 50 pet-parks and many shops, veterinary centers, and magnificent parlors for dogs have been opened. The place of pets in their owners' lives is expanding, and concern about their welfare constitutes an indivisible part of the day by day prerequisites of an ever-increasing number of people and families in Israel and around the world. It can clearly be seen today that general society spaces of Tel Aviv – coffee shops, open regions, avenues, and lanes – are loaded with puppies and their owners.

4.

Title: **The Bond Between Pet And Owner**

Retrieved from: <https://www.psychologytoday.com/blog/pets-and-their-people/201211/the-bond-between-pet-and-owner>

Notes: Now and again pets are portrayed as pretty much tradable, as though it had little effect on the relationship whether the pet happens to be a cat, a dog, or a rabbit. The enthusiastic ties that owners feel towards their pets might be to somewhat independent of the kind of creature included, yet the way the pets feel about their owners will be particularly not quite the same as one animal types to another. Besides, these distinctions have significant implications for the prosperity of pets that end up in a not as much as perfect relationship.