

Interview 9 Transcript

Interviewer

Hello, I'm GPTREI, your requirements elicitation assistant. Today, I will be gathering detailed information about your project needs to ensure we understand all requirements clearly. Before we begin, are you in line with the scope of this interview or do your expectations of this interview differ?

Stakeholder

yes I'm in line with the scope.

Interviewer

Great to hear! To start off, could you please introduce yourself and your connection to this project?

Stakeholder

my name is mary smith and i am the owner of the three ski resorts

Interviewer

Thank you, Mary. It's nice to meet you. Can you briefly describe the project you have in mind in two to four sentences?

Stakeholder

i want to improve our online appearance which includes online bookings, weather forecasts on the website, advertisement via social media,... I want everything digital and centralized for all three resorts.

Interviewer

Thank you for that overview, Mary. Let's dive a bit deeper. Currently, how do you manage online bookings, weather updates, and advertisements for your three ski resorts?

Stakeholder

Currently we have a simple system for all reservation and hire requests by phone or fax and the payments are handled semi-manually at the resort and stored in a local database of each resort. this requires a huge amount of coordination

Interviewer

I see, that sounds like quite a task. Given these current systems and your goal of centralizing and digitizing everything, what are the specific features or improvements you hope to achieve with this new project?

Stakeholder

- an aesthetically pleasing and intuitive website for customers to see what is available in each resort
- online hotel reservation, hiring and booking training classes
- inventory management
- promotion and advertisement through social media
- query weather and snow condition forecasts for customers staying at the resort

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Understood. So the key features you're looking for are:

1. An aesthetically pleasing and intuitive website.
2. Online hotel reservations, equipment hire, and booking training classes.
3. Inventory management.
4. Promotion and advertisement through social media.
5. Weather and snow condition forecasts.

Are there any other features or aspects you would like to see in this project? Perhaps something that has not been the primary focus so far?

Stakeholder

nothing that i can think of right now

Interviewer

Perfect. Based on your outline, do you think a potential feature like customer feedback and reviews on the website would be beneficial as well?

Stakeholder

Yes, I think that might be a good way to increase the clientel, too.

Interviewer

Great, I'm adding customer feedback and reviews as an additional feature. To summarize, the features we have so far are:

1. An aesthetically pleasing and intuitive website.
2. Online hotel reservations, equipment hire, and booking training classes.
3. Inventory management.
4. Promotion and advertisement through social media.
5. Weather and snow condition forecasts.
6. Customer feedback and reviews.

Let's move on to prioritizing these features. From your perspective, which of these features are the most critical to implement first?

Stakeholder

i think number 1 is the most important, because the website is the first point of contact of a customer with our resorts if they are interested in booking.

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Interviewer

That makes sense. Let's prioritize the website design and functionality first. What would be the next most important feature after the website itself?

Stakeholder

the second most important feature would be the online hotel reservations, equipment hire and booking training classes in my opinion

Interviewer

Got it. Prioritizing the online booking functions second makes sense. What would you consider the third most important feature?

Stakeholder

third most important feature would be the inventory management

Interviewer

Thank you for the prioritization. Just to confirm, your top three priorities are:

1. Aesthetically pleasing and intuitive website.
2. Online hotel reservations, equipment hire, and booking training classes.
3. Inventory management.

Now, let's gather more detailed requirements for each of these key features, starting with the website. Could you please elaborate on what specific elements or functionalities you want the website to accomplish?

Stakeholder

I reconsidered and I'd like to change the third most important feature to the advertisement through social media.

Interviewer

No problem, Mary. Let's update the priorities accordingly. Your top three priorities are:

1. Aesthetically pleasing and intuitive website.
2. Online hotel reservations, equipment hire, and booking training classes.
3. Promotion and advertisement through social media.

Now, let's gather more detailed requirements for the website. Could you please elaborate on what specific elements or functionalities you want the website to accomplish?

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Stakeholder

I want the website to be extremely user friendly and intuitive. also aesthetically pleasing with beautiful pictures of the resorts and the surroundings.

Interviewer

Thank you for that. Here are some more specific questions to understand your requirements better:

1. ****User Friendliness****: Are there any specific features or design elements that you believe would contribute to making the website more user-friendly and intuitive?
2. ****Aesthetics****: Do you have any design themes or color schemes in mind that you want to see on the website, apart from including beautiful pictures of the resorts and surroundings?

Let's start with the first question: Are there any specific features or design elements that you believe would contribute to making the website more user-friendly and intuitive?

Stakeholder

not too much text, many pictures and short sentences. also the website should be perfect on a laptop as well as on a phone.

Interviewer

Understood, so you're looking for a clean, image-rich website with concise text and a responsive design that works seamlessly on both laptops and mobile devices.

Is there anything specific you'd like in terms of navigation or menu structure to enhance user-friendliness? For example, how you would like users to find information or make bookings?

Stakeholder

shouldn't be too many buttons to click on, so easy navigation.

Interviewer

Got it. Minimal clicks for navigation to keep things simple and user-friendly.

To summarize the website requirements so far:

- Clean design with lots of images and short sentences.
- Responsive design that works perfectly on laptops and mobile devices.
- Simplified navigation with minimal clicks.

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Moving on to the second priority?online hotel reservations, equipment hire, and booking training classes?please elaborate on your expectations for these online booking features.

Stakeholder

Prices should be visible without having to search for them too long. A calendar which shows the available nights for hotel or the availabilities for training classes or equipment.

Interviewer

Understood. So for the online booking features, you're looking at:

- Visible pricing without extensive searching.
- A calendar to show available nights for hotel bookings, and availability for training classes and equipment.

Is there any specific flow or user interaction you envision for the booking process? For example, steps a user would go through to complete a booking?

Stakeholder

I think a good way to do this is to do it like booking.com

Interviewer

Great, modeling after booking.com gives us a good reference for user interaction.

Just to confirm the specific flow:

- Users can see prices and availability upfront.
- Users navigate through a calendar to select dates and check availability.
- Users can book hotel rooms, equipment, and training classes in a straightforward manner similar to the booking.com experience.

Is there any additional customization or specific feature you would want to include that's not present on booking.com?

Stakeholder

no

Interviewer

Understood. Moving on to the third priority?promotion and advertisement through social media. Could you please elaborate on what you have in mind for this aspect? For instance, any specific social media platforms you'd like to target or types of campaigns you envision?

Stakeholder

Maybe some collaborations with content creators.

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Interviewer

Great, collaborations with content creators can be very effective. To get more specific:

- Are there particular social media platforms you want to focus on (e.g., Instagram, Facebook, YouTube)?
- Do you have any ideas for the type of content or promotions you'd like these creators to feature?

Let's start with the platforms: which social media platforms would you like to target for these campaigns?

Stakeholder

The focus should be on Instagram. The creators may do something like a "follow me around for one day at Cool Ski Resort" and show the potential customers what they can experience with us.

Interviewer

That sounds like an engaging and effective campaign. Here's a summary of what we have for the social media promotion:

- Focus on Instagram.
- Collaborations with content creators to feature "follow me around for one day at Cool Ski Resort" type of content, highlighting the customer experience.

Is there anything else you'd like to add or any other platforms you're considering for future campaigns?

Stakeholder

no

Interviewer

Perfect. Now, let's review your priorities and requirements so far to ensure nothing has been missed:

1. **Aesthetically Pleasing and Intuitive Website:**

- Clean design with many images and short sentences.
- Responsive design for laptops and mobile devices.
- Simplified navigation with minimal clicks.

2. **Online Hotel Reservations, Equipment Hire, and Booking Training Classes:**

- Visible pricing.
- Calendar showing available dates for hotel bookings and training classes/equipment.
- Booking process similar to booking.com.

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3. **Promotion and Advertisement through Social Media:**

- Focus on Instagram.
- Collaborations with content creators featuring "follow me around for one day at Cool Ski Resort" videos.

As we wrap up, who else do you think has valuable insights into the project, and whose needs need to be considered, and why?

Stakeholder

the customers and my stuff

Interviewer

That's a good point. Involving both customers and staff will ensure you capture diverse perspectives and practical insights.

To summarize, here's what we discussed and confirmed:

- Detailed website, booking, and promotional features.
- Key stakeholders include customers and staff.

Is there anything else you would like to add or any other concerns you have about this project?

Stakeholder

What about the other features?

Interviewer

Good point. Let's make sure we cover the remaining features and their requirements in detail:

4. **Inventory Management:**

- Do you have any specific functionalities you'd like to see in an inventory management system? For example, real-time inventory tracking, reporting, restock alerts, etc.?

5. **Weather and Snow Condition Forecasts:**

- What level of detail are you expecting for this feature, and how frequently should the information be updated? Would you like to integrate data from specific weather services?

6. **Customer Feedback and Reviews:**

- How do you envision gathering and displaying customer feedback and reviews? Would you like this feature to be integrated into the booking system or as a separate section on the website?

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Let's start with the inventory management system: Do you have any specific functionalities you'd like to see?

Stakeholder

all the things you already noted.

Interviewer

Understood. For the inventory management, we'll include:

- Real-time inventory tracking.
- Reporting features.
- Restock alerts.

Now, moving on to the weather and snow condition forecasts:

What level of detail are you expecting for this feature, and how frequently would you like the information to be updated?

Would you prefer to integrate data from specific weather services?

Stakeholder

real-time, maybe also a live cam

Interviewer

Great, so for the weather and snow condition forecasts:

- Real-time updates.
- Potentially integrating a live cam feed.

Lastly, let's talk about customer feedback and reviews. How do you envision gathering and displaying them? Would you like this feature to be integrated into the booking system or as a separate section on the website?

Stakeholder

one more point to the weather forecasts: An overview over the whole year would be nice so that customers booking months in advance can see how the weather in their desired month usually is and how the snow condition at that time usually is.

Interviewer

Thank you for the additional detail. Let's finalize the requirements for the weather and snow condition forecasts:

- Real-time updates.
- Live cam feed option.
- Overview of weather and snow conditions throughout the year to assist customers booking months in advance.

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Now for customer feedback and reviews: How would you like to gather and display this information? Would you prefer it integrated within the booking system, or as a separate section on the website?

Stakeholder

integrated with the booking system.

Interviewer

Understood. So for customer feedback and reviews:

- Integrated within the booking system.

With this, we have covered all identified features and detailed requirements.

Here's a summary of all the requirements:

1. **Aesthetically Pleasing and Intuitive Website:**

- Clean design with many images and short sentences.
- Responsive design for laptops and mobile devices.
- Simplified navigation with minimal clicks.

2. **Online Hotel Reservations, Equipment Hire, and Booking Training Classes:**

- Visible pricing.
- Calendar showing available dates.
- Booking process similar to booking.com.

3. **Promotion and Advertisement through Social Media:**

- Focus on Instagram.
- Collaborations with content creators featuring "follow me around for one day at Cool Ski Resort" videos.

4. **Inventory Management:**

- Real-time inventory tracking.
- Reporting features.
- Restock alerts.

5. **Weather and Snow Condition Forecasts:**

- Real-time updates.
- Live cam feed option.

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- Yearly overview of weather and snow conditions.

6. **Customer Feedback and Reviews:**

- Integrated within the booking system.

To wrap up, who else do you think has valuable insights into this project, and whose needs need to be considered, given the stakeholders are customers and staff?

Stakeholder

the stuff members who deal with accounts, customer service and inventory management

Interviewer

Thank you for specifying. Including insights from staff members who handle accounts, customer service, and inventory management will be essential.

Here's a final wrap-up of our discussion:

- Requirements for all identified features.
- Key stakeholders: customers and staff, particularly those dealing with accounts, customer service, and inventory management.

Is there anything else you would like to add or any final considerations before we conclude?

Stakeholder

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Interviewer

Perfect. Thank you, Mary, for your valuable insights.

Next steps:

- I'll prepare a detailed summary of our discussion and share it with you for review.
- We may follow up with any additional questions or clarifications needed.

Thank you for your time. Have a great day!