

Stakeholder Interview Transcript

Patrick Manalad | Problem Definition

Interviewer: Hi Patrick, how are you? Thank you for taking the time for this interview.

Patrick: Hi Briahna, I'm fine. Thank you as well for your time doing this project for our small business. How are you?

Interviewer: I'm also good. I just have a few questions about your business and the goals you want to achieve through this project. So, I'm gonna start first about the company.

Interviewer: So, what inspired you to start Filipino Driver Europe and what do you aim to achieve through your services?

Patrick: It started with my dad as he provides airport services to our fellow Filipinos going back home and coming back in Italy. And then as time goes by more Filipinos are demanding services not only at the airport but in different cities in Italy, even in other cities in Europe.

Interviewer: Okay.

Patrick: Our aim is to provide friendly fare for our fellow Filipinos that they can travel around Europe with comfort.

Interviewer: Okay, so how do you describe your target market? Are they locals or any tourists, nationalities?

Patrick: More or less our target is Filipinos that are traveling around Europe. Some of them are friends of friends or already like customers that they just coming back and for example, let's say I already gave to you a service and then you recommended me to your friends or families.

Interviewer: Okay, so who do you consider as your competitors?

Patrick: Other Filipino van services around Europe like in France and Spain. For example, I saw online Mega VIP Transport, BCN Montjuic Tourist Point and then Rice Van Rental Europe.

Interviewer: What services do you currently offer?

Patrick: We offer airport services and then city tours in Italy or any other tours in Europe, guided tours.

Interviewer: Okay. Do you have some branding elements?

Patrick: Yeah, we already have like a logo. I can send it to you later. You can check it, maybe you can improve it if there's something that needs to be done. But I think that's it. And then we also have a Facebook page and Instagram, but we need to update it.

Interviewer: Do you also have a specific color palette?

Patrick: As for the color palette, we don't have one yet, so feel free to go with whatever you think works best.

Interviewer: Okay. So, I'm going on to about the project. What goals do you hope to achieve with this project?

Patrick: I mean, with this project, the goal is, I think, to attract more customers online. We can be more visible when they search for Filipino drivers in Europe. I mean, they can search us and there's a website that will appear when they search for that words.

Interviewer: So, you want a working website for this?

Patrick: Yes.

Interviewer: Okay. Then what key services would you like me to emphasize through this project?

Patrick: Of course, tours, giving guided tours, showing not only the tourist attraction, but also the local stops in every city they want to see.

Interviewer: So, what is your expected product to look like?

Patrick: Just a simple website friendly user, straightforward.

Interviewer: Do you also have examples of other websites of businesses that inspire you?

Patrick: Yeah. Palladini Hostels is one of those. And then Pinoy Rome Italy Tours and also Hap Tours Italy.

Interviewer: Okay. And what aspects of your service would you like me to highlight?

Patrick: Of course, for example, like unique destination, comfort and safety of the passengers and also make their journey memorable as much as possible.

Interviewer: So, for the pages, how many pages do you require? Do you have specific pages in mind?

Patrick: Actually, no, but less page as much as possible, but informative. And like I told you straightforward.

Interviewer: Is there specific pages do you have in mind now?

Patrick: For now, let's say home. Of course. And then reviews where people can write something and then gallery. And also, like just a simple booking form where they can just submit their inquiries.

Interviewer: Okay. So, does that mean that you have like four pages in mind?

Patrick: Yeah, I think that should be enough.

Interviewer: Do you have specific locations or tours or routes that I should emphasize?

Patrick: First, I think airport services, because that's the usual inquiries that we receive. And then, of course, in Italy, as we are based in Rome, and then major cities in every country in Europe.

Interviewer: Okay. And do I need to incorporate an interactive map where clients can track the drivers?

Patrick: No, I don't think so. I don't think it's necessary.

Interviewer: Okay. And lastly, should the website have a user login or sign up?

Patrick: No, it's not. I don't think it's necessary. I think all they can see is that all the information they need. And then they can just send, for example, their name, last name, email, and then the inquiry that they need. That's the only thing, I guess.

Interviewer: Okay. I think that's all for now. Thank you for sharing your time. And I'm looking forward to helping bring your vision for Filipino Driver Europe to life.

Patrick: Okay. Thank you.

Interviewer: Let's keep in touch.

Patrick: Yeah, if there's something, just ask me again. Let's just send a message.

Interviewer: Okay. Have a nice day.

Patrick: Have a nice day.

Interviewer: Thank you.

Patrick: Bye-bye.

Interviewer: Bye.