

## ***Criterion A- Initial Investigation***

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### **Summary**

My client Mr. ##### is the co-leader of an organization named Game Development Days. It aims to reach more extensive groups of potential developer students and support them with different workshops and rewards. His concern is to miss potential competitors because the current site does not have easily understandable user interfacers and cannot deliver the desired message. He also thinks that potential participants gave up because the current registration form of GDD was not clear. Since their aim is to reach larger audiences, he is concerned that such problems may prevent them from reaching this goal.

The planned date for the interview was June 29th, a Wednesday.

### **An Examination of the Shortcomings of the Present State**

Mr. ##### said that “Considering that the main focus of our event is business, it is essential for us that our website reflects this. Unfortunately, our site currently has a complex interface, causing people to close the site without reviewing the GDD.” It can be understood from these words that he believes that more understandable website is needed to reach wider groups. “We are announcing using social media the days when students and experts who will meet with the participants.” Based on what he said, it can be understood that the advertisement of the GDD is carried out over social media.

GDD will be able to reach more people by providing a new website to #####.

Word Count = 238 words