Hi Erica,

My name is Colin MacRae and I am a graduate student studying Computer Science at UIC. This semester I am taking a course in User Interface design whose final project is to design a UI for a Chicago startup. My fellow graduate team members Rajasharathchandra Reddy Kandadi, Balaji V Kashyap, and I have chosen Globowl as our startup and we are in the process of designing a UI for a Globowl mobile application.

We are currently conducting focus groups with parents of infants to better understand the challenges faced by busy parents who are concerned about the ingredients in their baby’s food and how they can purchase food that meets their needs. In order to make a better product, we were wondering if you would:

1. Be interested in meeting sometime briefly over Zoom or in-person so we can better understand the motivations and experiences you had which lead you to create Globowl
2. Know of any new parents who would be interested in participating in focus groups and/or individual interviews with our team
3. Be willing and able to put us in contact with the designer(s) behind the website so we can better understand the decisions they took to create your company’s website

Depending on the progress of the UI we also plan to create a prototype of the mobile application. We would love to share the final product with you to use as you see fit should you be interested in creating a mobile component for Globowl in the future.

We are extremely excited for our project and although we are sure you are incredibly busy, we would love to hear any inputs, insight, or experience you might have. I can be reached at [cmacra3@uic.edu](mailto:cmacra3@uic.edu) or 425-463-8063 if you would like to meet with us.

Sincerely,  
  
Colin, Raja, and Balaji