**YES I DO COLLECTIONS** is a small upcoming business that’s run by three people. They help individuals that are planning to tie the knot. The business focuses on various things to plan the weddings such as the attire, shoes, jewellery and decorations. The company has two shops in Namibia. One in Windhoek and the other one in Ondangwa (northern part of Namibia). The company has been up and running for 8 months and has been making a profit but not as much as the owners expected. The reason for this is that it is not widely known by people around the country because they don’t have a sufficient way of advertising their business to various people.

Information gathering & observation dialogue

Ashley is one of the owners of YES I DO COLLECTIONS and is in charge of advertising hence she will be the one working with on the project.

Ashley (one of the owners): it is hard to advertise our services for example, if we have something on promotion, we make posters and put it up around time. It is expensive and take a lot of time, and not a lot of people look at posters these days.

Priscilla (student): as programmers, we can create software that will make YES I DO COLLECTIONS easier to find on the web. Or we can create an application for your business, people can download it and get all the information they need on it. As you said not a lot of people look at posters these days but a lot of them look stuff up on the internet and then they will be able to find your business.

Ashley: I have seen quite a few websites and I was impressed and hoped I could get one for my business. I have heard from my business colleagues that their companies had made quite a profit after they invested in creating a website. So I would like you guys to create a website for me.

John (student): okay we will do that. Can you tell us what you want on the website?

Ashley: for the bride we offer wedding gowns, shoes and jewellery. The wedding gowns and jewellery can be bought or rented but the shoes has to be bought. For the groom we offer suits, shoes and ties. We also offer dresses and shoes for the bridesmaids and suits for the groomsmen as well and outfits for the flower girl and flower boy. We also decorate the wedding venues and bake wedding cakes, cupcakes and invitation cards. The prices for our designs for all these products should appear on the website. If the customer bring their own designs or alter any of our design then well work out a different price for them. Out contact details should also be on the website.

John: are there any specific problems that we can help with when creating the website?

Ashley: yes. Sometimes clients want decorations or any other product we rent or sell but then it is not in stock or it is already booked by another client.

Ella (student): so on the website, the client should be able to see the availability of a specific product that they want, solving the problem of miscommunication.

Ashley: yes.

Selma: since you’re only based in Windhoek and Ondangwa, what do you do to help clients that are located in other towns?

Ashley: if the client is interested in using our services, we will go to them to take their measurements for the dresses and suits and to confirm their design, materials, and colour for the decorations. After that the clients have to come in for measurements especially if its custom made. For the wedding we will go to the specific town to do the decorations and make sure that everything is going well.

Wanano: according to what we’ve discussed so far, on the website, all of the products and services you offer will show. Their availability, prices and everything else that there is to know. We will be meeting with you as we make the website to see if it is what you had in mind and if you would like to make some changes.

Ashley: that would be great. Thank you.