

# Criterion A:

## Initial Investigation

### Summary of Problem

My mother, Hye Yeon Lee (client), has been operating a small childcare business for the last six to seven years. Her business was doing great during the first five years but it is not doing so well right now. Although childcare may seem not competitive, it is quite competitive. In fact, there is a lot of conflict between the private-sector labour union and the government-sector labour union. In hopes of getting more students, my mom wants a way to promote her business by showing what their programme is like.

### Explanation of Inadequacies of Current Situation

As I and Hye Yeon discussed in her interview, her goal with me is to “create a promotional video as well as website by using [given] data.” However after discussing with her later on, I found out that it would be much more effective to have a promotional website instead of creating a promotional video. This is because to promote a video about the childcare center, there is a need for a hosting website. So to resolve the problem step by step, I and Hye Yeon decided to make a website. As she responded “there is none” to the question of “Is there any kind of promotional videos or homepage related to the childcare centre?” Couple of things that she demanded outside of the interview is the fact that there is a need for photo gallery and a way for the different customer

Word Count: 243