

Criterion A: Initial investigation

A. Summary of Problem

My client, Feny Lau, has been assisting her daughter in making clay figures and digital art. Currently, Feny has also been helping her daughter share and sell her figures via WhatsApp and Instagram. She has a small group to advertise her product with known people as only her friends and relatives are with her on WhatsApp, Instagram, etc. Hence, she wants IT help to be able to have a platform to advertise her artworks and share the process of making them. By doing so, people can be more interested in checking them out and requesting for art commissions.

Currently, there is only a small following on the Instagram account and lesser people who want to buy these clay figures or are even aware of them. Feny also wants people to be more aware with polymer clay and air-dry clay crafts.

Explanation of inadequacies of current situation

There is not a platform where she can sell the artworks. There is not much of a business going on as there is little exposure to the clay figures and digital art.

Feny thinks that Instagram, WhatsApp or other social media is not the best platform to be displaying works as its interface is not made for that purpose.

By providing Feny with an IT solution, hopefully these products can gain more attraction and get more exposure.

Word Count: 217