

Criterion A: Initial consultation

Date: 9 May 2020

Client/ Interviewee name: Feny Lau

1. Can you describe how your business is going right now?

I help my daughter create clay figures and digital art and share them on Instagram and WhatsApp. I have been selling clay figures through my friends or people I know.

2. What are the problems you are facing with the current situation?

Firstly, there is not a lot of traction or exposure towards her artwork. Moreover, she wants to share videos and the process of making them but I am not sure where she can put them in one place all together. Right now, the place we are making orders in are personal WhatsApp chats and Instagram which can get a little messy as there are a lot of inconsistencies.

3. Do you have an example of a situation where using these platforms are a nuisance?

- I put a poll up on Instagram to requests but barely anyone replies to it.
- Putting videos and images on Instagram lowers its quality and original dimensions are lost

4. How could an IT solution solve the problem?

Since everyone is using technology to bring up businesses and share ideas, I thought it is the perfect way to make the business be more known.

5. What solutions do you have in mind?

- Make a website
- Share videos on multiple media sharing platforms
- Broadcast or promote in social media

6. Can you describe each solution in more detail?

- By making a website, there can be better visuals and can list more information which can be shown to plenty of people.
- Share videos on a video sharing platform, I can upload tutorials and such on there and also promote it there.
- I would use my own personal social media account to spread the word by posting it and as well as telling my acquaintances to post about it.