Delivering a valued outcome that addresses your client's problem or need starts with knowing who your client is and what is important to them. Using readily available resources including the scope of work, perform background research on your client and their particular problem or need. What do they do? Who are their stakeholders? What is their mission or business strategy? How does their problem or need fit into what they do? Be sure to also look at how similar organizations function to learn more about the overall market.

Your research will likely be incomplete. Make a note of questions you have about the organization and the project as your are doing your initial investigation. These questions will become the basis for the [client requirements gathering questions](https://umd.instructure.com/courses/1382510/assignments/7107908) you will develop prior to meeting with your client for the first time.

Submit a su mmary of your client background research for feedback from the instructional team.

[Demographic and census data in case we need it](https://en.wikipedia.org/wiki/Landover_Hills,_Maryland)

Client Background Research: The Town of Landover Hills

Overview:

The town of Landover Hills, Maryland, located in Prince George's county. It is a small city focused on community development and civic engagement. The town is led by Mayor Jeffrey Schomisch and Vice Mayor Jeannette M. Ripley, and wants to encourage resident participation.

The town’s stakeholders are the people and businesses/organizations that live in it and have an interest in the community.

* Residents
* Town Officials
* Local Businesses
* Community Organizations
* State & County Agencies

Client Needs:

The Town of Landover Hills wants to boost resident/community involvement through a survey and provide the town’s data in the Maryland Open Data Portal.

Objectives:

* Understanding community needs
* Improving communication and engagement
* Using data for better decision-making

According to the town’s website, its mission is to focus every day on enriching the lives of its citizens by creating an exceptional environment and providing exemplary services that enable their community to thrive and prosper.