

Name of the client: Fimala Maulidia

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Place: Video call on Google Duo

1: Interviewer

2: Client

Interview 1 Transcript

1: Hello, thank you for agreeing to conduct this interview. I will be your interviewer and also help you overcome your problem. Before we get started, could you please introduce yourself to me...

2: Hi, no problem. I appreciate that you are willing to help me and I'm very excited! Ok, my name is Fima and I am currently a third year student at Institut Teknologi Sepuluh Teknologi studying design visual communication.

1: Ok, understood. Now, please tell me about your problem...

2: Well...recently I have had to come up with a project for my university with several of my classmates. Our project mainly revolves around branding a business and creating designs for that business. So far we have come up with the foundations of the brand and the basics of the business, for example: the logo, form for booking rooms, and types of services we provide. However, we really need some technical expertise to really put our plan into practice.

1: That sounds very interesting, can you please elaborate on what sort of business you are trying to create?

2: Oh yeah I forgot to mention. Our business is a cat hotel. All of us in the team have a slight obsession with cats so we figured that since we don't have that many cat hotels here that we would be the first!

1: Ah right, that's a cute idea. Would you be able to elaborate and pinpoint the problem where technical expertise is needed?

2: Haha of course. Well our cat hotel business will of course require some things that a normal hotel would have - like a booking system, payment system, and a system of keeping track of what rooms are available or not. So far, we have planned to set that up but they are all done manually as in they are still being written on paper. We found this as a very outdated way of running a hotel business as it's just very tedious and complicated to keep track of everything. We decided that we would like some place where all these things are stored in one place and also a place where customers can contact us easily. We believe that this would make stuff much easier for us to run the business.

1: Why do you believe that a technical solution would make your business run easier?

2: Personally, I feel that keeping stuff on paper is just much harder and slows down productivity of our business. And of course, as a business, we would like to be as productive and efficient as possible to maximise our customer intake and profit. So by utilising technical help, I think that we would be able to run our business more smoothly as customers have a clear place to contact us and everything will be automated and stored in one place as opposed to loose files of paper everywhere...

1: Of course, I think so too. So the main problem I'm hearing is that you have an outdated way of letting customers contact you, as in you do it through paper, and also a tedious way of gathering information in one place?

2: Yes, that is correct. I don't know many hotels nowadays where they do stuff manually so we are worried that this might not attract enough customers for us and yeah we don't want to have loads of folders of papers scattered around.

1: Ah right. Ok, I will be considering the possible solutions to this problem but for now I believe I have got all of the information I need. So thank you for coming to this interview and I will speak to you again to discuss this further...

2: Thank you!

Signature:

A handwritten signature in black ink, appearing to be 'A. Smith' or similar, written in a cursive style.