

Criterion A - Initial Consultation

This interview was conducted through email on October 14, 2021, with Syeda Islam. She is the co-owner of ZiShi's Wardrobe, a clothing business she promotes through Facebook.

Interviewer: Hello Khalamunee (Auntie), thank you for allowing me to have you as my client for my school project. I will be asking you some questions to better understand what it is that you need me to help you with. Can you tell me about your situation, and why you would like my help?

Interviewee: Hi Samiah, thank you for agreeing to help me. I have a clothing brand called ZiShi's Wardrobe, and I use a Facebook page to sell my clothing. It has grown more than I anticipated, and I am thinking about expanding my business.

Interviewer: Can you be more specific on what your main issue is?

Interviewee: Because my business has done better than expected, I was thinking about selling outside of Bangladesh as well. Since we have relatives like you in Canada, and there is a good amount of Bengalis there, I think I could benefit from selling there as well.

Interviewer: Why is it difficult to do so at the moment?

Interviewee: With the Facebook page, because it says we are based in Bangladesh and most of our customers are in Bangladesh, people outside the country don't think I sell anywhere else. It's hard to bring in different kinds of people when the main customer base is pretty much all from one place.

Interviewer: Have you tried anything else to solve this?

Interviewee: No. I haven't really had the time or patience to do so. I kept putting it off because I felt fine with the way things were going so far. I didn't want to make a big effort to do something and for it to not work out. Hopefully you can help me with that.

Interviewer: What do you suggest would be a good solution?

Interviewee: I think a website is the most straightforward solution. It seems more general and universal. It's also more organized and professional looking than a Facebook page, and we could just share its link to people. It would also be nice to have a place to do online payments. It helps being able to sell elsewhere because we can really emphasize the fact that we sell in other places, whereas on Facebook we don't really have a way to do that.

Interviewer: What are the positives of using a Facebook page?

Interviewee: The main thing is that because it is a social media platform, it's easy to promote the page. We can get the people we know to share it, and people who come across it on their recommendations and see something they like can go directly to it. We can also make posts, where we can announce new collections and what's in stock.

Interviewer: Who is your target audience? I would like to have an idea of who I need to make the product appeal to.

Interviewee: Our main demographic is young women. They seem to like the neutral colors in our collections, so that might be something to consider.

Interviewee: Is there anything that Facebook has that you would like to incorporate into the product?

Interviewer: Yes, actually. For us the liking feature serves as a way to measure how popular the product or the picture is. Even if people don't buy them, sometimes it helps to see which ones have the most likes for future reference, especially when taking modeling shots. I also enjoy reading the comments, and a place to message me for more details.

Interviewer: Is there anything that should be avoided?

Interviewee: Not really at the moment, just do the best you can.

Interviewer: Visually, what should the product look like? Any color, font, or layout suggestions?

Interviewee: I personally appreciate when a website is easy to navigate, so I want that for my customers. I don't have a personal preference for colors and fonts, but it should be appealing to young people.

Interviewer: Do you have any websites you know of that you would like your own to resemble?

Interviewee: <https://www.westside.com/>

Interviewer: Thank you for your time, I hope that I can help you with your issue!

Interviewee: Thank you as well, I appreciate the help!