

## Criterion A - Initial Investigation

### Summary

My client is Ms. Syeda Islam, and she is the co-owner of Zishi's Wardrobe, a Facebook page that sells South Asian clothing in Bangladesh. The interview was conducted via email on October 14, 2021. She is looking to expand her business and diversify where her customers come from. She also wants to provide Bengali clothing to people that can't find them in their area. She thinks that in order to do so, she needs something bigger than just a Facebook page.

### Exploration of inadequacies of current situation

The client stated that "people outside the country don't think I sell anywhere else". She wants to have a platform where she can emphasize information like that, because she feels like people knowing that could really boost her sales. She has not tried anything to fix this because of lack of time and motivation. Apart from her main concern, she says that it would be nice to have somewhere to handle online payments in an efficient way. She believes that a website would be the best IT solution, not only because it could solve her current issues, but also because it provides more freedom to do other things in the future. She also suggests adding something like the liking, commenting, and messaging features on social media, because those things are what she appreciates about a Facebook page. She wants a website that is easy for customers to navigate.

Word count: 229 words