

## Criterion A: Initial investigation

### **The problem and the inconveniences of the current situation**

Ms. Kelley Gates, Advisor of the Marvin Ridge High School chapter of the Future Business Leaders of America club, has expressed distress over the way members are not complying with club instructions. The lack of compliance with members' prompts MRHS FBLA to extend due dates up to the last possible day which creates more stress for her and the officer team. She feels members should be more closely intertwined with the happenings of MRHS FBLA to avoid this problem.

Currently, there is no set solution. However, since most students carry smartphones, most predominantly the iPhone, the best way to overcome this inconvenience is to design a mobile application. "An iPhone application would help in the distribution of information to the majority of the members", Ms. Gates says. This solution would provide members with easy access to information and contact means. For example, members will be able to check the app at any time and learn of upcoming meetings, events, and news. This convenience would allow the officer team to more immediately respond to information and act upon it in a time efficient manner and Ms. Gates to execute essential club tasks and organization.

In the interview conducted with Ms. Gates on March 26, 2013, she explicitly stated that she would like to utilize this tool for the MRHS FBLA chapter. She feels that this would repair the disconnect between officers/advisors and members and even promote greater member involvement.

Word Count = 238