

Criteria A: Consultation with the Client

Date of Interview: 5 March 2015

Client Name: Mr. Basil Chesney

Client occupation: Chemistry teacher as well as Earth Club Supervisor

Me: Hi, my name is Steven and I am working on an internal assessment in ITGS. Recently, I heard that the school's Earth Club is doing some projects inside and outside school for helping the environment. I would like to know more about this club and if there are any thing I can help with.

Me: But first, may I know your name, job and role in Earth Club?

Client: Yes. My name is Basil Chesney and I've been working as the chemistry teacher of Sinarmas World Academy this year. At the same time, I spend every Friday on supervising an after school club called Earth Club.

Me: Can you briefly explain what is Earth Club?

Client: Earth Club at our school are for students interested in helping the environment. An Earth Club is a great way to involve students at our school in green projects. The Earth Club can take on projects like planting a native garden, organizing an e-waste drive, making posters to advertise green activities, or sending thank you notes to people who have helped green your school. It is a terrific way to inspire and empower students to care for the environment. However, we do have a challenge in our promotion because currently, not all students in school know the club and their responsibility in this society.

Me: What do you think is the importance of making EarthClub known to the society?

Client: It is a terrific way to make the society aware to care for the environment where they live so that each one know their role to keep the earth and environment safe.

Me: What do you think is the best/suitable way to promote our club? Why?

Client: Contribute to projects to make a difference. I was thinking a website or a youtube channel. Like, website would expose a bigger group to become aware of the

problems of environment. Moreover, a website won't need printing physical paper like poster or flyer, which Earth Club is doing right now. Of course, that would just mean that we're destroying our environment even more and not actually promoting anything.

I would also like to add the fact that students at Sinarmas World Academy all uses computers, so i think they can all easily access medias like websites and Youtube.

Me: What are some areas of Earth Club you would like to promote to society?

Client: There certainly are a lot of issues that should be eradicated and that can be done from promotion of our group. Maybe we could promote the club, and letting society know what Earth Club does; so maybe they would join us in the future.

Me: What is the current problem in promotion of this club?

Client: People are too busy with their life. We rarely promote our club except for special events; and so people are less aware it existed. But when we do, we usually print posters around school. I find that ineffective since that would expose another environmental issue in school; and of course it's opposing Earth Club's primary vision.

Me: To whom do you think is a good audience for promotion? Who will look at this IT system?

Client: Students in SWA specifically. I want it to focus on our local communities first.

Me: What do you think is needed to promote Earth Club?

Client:

- Our Planned project for the future
- Quick facts about current problems in the world
- Inform people solutions to solve environment problems in their daily lives,
- Advertisements for upcoming events. Ex. Fundraising, projects, etc.

Me: Do you have any suggestion for timeframe that you would like this IT system to be finished?

Client: Maybe one year would be a good goal

Me: Alright. Thank you for your cooperation. I'll contact you further once I get to the next stage of making the website.

Summary

Being the supervisor of an environmental group at Sinarmas World Academy, my client, Mr.Basil, thinks it is important for the school community to be aware of the club's existence and the importance in keeping their environments safe.

Earth Club initiate green-projects regularly, and they need to drive promotions, but is currently rare and people aren't aware of its existence. They normally use posters to promote, but Mr.Basil regard it to be 'ineffective' to Earth Club's vision. He thinks that a better solution is an eco-friendly promotions like a website or youtube-channel, which can also target a majority of our students and local communities.

They need to promote the club's future projects, environmental problems, solutions to solve it in their daily lives, and advertisements for upcoming events. He wishes for this kind of IT solution to be made possibly in one year.

Word Count: 146