

Criterion A: Initial consultation

Interviewee: Barnabas

Position: co-operative leader

Time: 11:00am (SAL), 6:00pm (CH)

Date: 5/02/2011

Location: Via telephone

(This is an English translation of an interview conducted in Swiss-German. My teacher can verify the authenticity of the translation.)

My first interview with my client, Barnabas, was to get to know his business a little better and the problem he has. I found out later that he does not want to solve a problem he has as a business owner, but to present information about his and friends accomplishments.

Barnabas is the co-operative leader; he is the person I will have contact with while others participating will share information through him. The information they want to share is about their diploma work, show their hard work (pictures) and show how good they are at what they have learnt over the past 4 years in school. So I will be helping them to express this information in a formal way so that when big watch companies see it they can contact these people.

His first idea was to make a website, or to design fliers because that is something that people will notice. I presented him with my idea which was to create a magazine. They thought about it but decided to go with a pamphlet/brochure style so that it is easy for people to carry around.

He told me that he would like the magazine to be in German and English. German because they live in Switzerland and everyone there speaks German. English because it is the internationally used language in the world and almost everyone can speak it so his range of customers will be greater.