

Criterion A: Initial investigation

Summary of problem

My cousin, Barnabas Kuonen (client), and his friends are finishing their apprenticeship this year in the watch making field in May/June 2011. This is a very small field, but at the same time competitive. They want to promote themselves by showing what they are capable of doing to watch making companies, or boutiques that they can end up working in.

An interview was carried out on February 5th 2011.

Explanation of inadequacies of current situation

As Barnabas has said in his interview, his goal with his friends is to “promote themselves and their skills as watch makers.”

At the moment they only have “family, friends and the sponsors they had when doing their diploma work to show what they have accomplished.” However this doesn’t satisfies them when it comes to advertise/promote their skills because they still don’t have the “proper contacts” to get a good job as a watch maker.

They do not have a way of showing any pictures of the work they have done or as he said, “show what they are all about and their potential.”

They also don’t know all of the companies and boutiques around since there are many small boutiques around that could use their skills, so this is a way to spread their “contact information.” This would be in the form of an e-mail address and a website. This being a problem, they would like me to solve with using IT, getting their contact information out there in the world.

Word count: 241