

## Criterion A: Initial consultation

Name of interviewer: Luisa Angel

Name of interviewee: Luis Peralta

Position:

Time: 1:15pm

Date: 06/02/11

Location of interview: Torre Futura (House of Coffee)

*This is an English translation of an interview conducted in Spanish. My teacher can verify the authenticity of the translation.*

### 1. Describe your passion for photography

I've liked photography for a long time now. Now that I work, I have the possibility to buy a camera, and so I bought a Nikon camera. I've always looked at, either in the city, outside the city, or while out of the country, pretty sights that I would've liked taking a good photograph of, and normal cameras don't allow that to the same level as the semi-professional camera like the one I have does, or a professional one. And so, ever since I started, it's been something that has helped me a lot to distract myself, to learn more, and there's actually a lot to learn, and it's something that I've grown passion towards.

### 2. What is the main personal problem that you face?

Time; I need to dedicate a lot of time, weekends, an entire day to go out and take pictures to my liking. Then, work on the photography, edit it, etc.

### 3. Do you think the solution will help you solve your problem(s), and why?

Of course, because given the fact we have a lot of facilities with technology, a website allows me to have contact with other photographers, those of whom of course know more than I do, more tips that I don't know about, and being in contact is going to help me in my game.

### 4. Do you want to attract a specific audience or everyone in general, and why?

A specific audience and those will be the lovers of photography. Why? Because to truly understand the value of a photograph, you need to know what pictures a camera like the one I have can take, and all that implies. If they don't have much relation with this, they might not understand it.

### 5. What would you like the solution to have?

It needs to have the facility to explore the site, organized layout of pictures, and so the customers don't get lost while looking around in the website.

### 6. What sort of information would you like to avoid being displayed?

Hmmm... Actually, information that would be too private. I know my name needs to be in the site, and the place I live in, only including "El Salvador". More personal details... I don't think so.

**7. What sort of features do you want to display: contact information, promotional packages, work done, biography?**

Work examples would be the main thing, the real picture, and if possible, in a good resolution, being able to explain in my own words the meaning to photograph has to me, and a very important point is it needs to have a space where the characteristics of the photo is written, like velocity, light, etc.

**8. We live in El Salvador, what language would you like the website to be in? Or would you like that it be bilingual?**

A bilingual solution would be good.