

## Criterion A: Initial investigation

### Summary of problem

My cousin, Luis Peralta (client) is a local photographer who doesn't have many customers, because so far he's only known because of word of mouth by close friends and relatives.

So far, Luis isn't making much money from his photography business as he doesn't have many clients. He is currently working on Unilever as a manager to obtain more money as he needs it for photography expenses. Luis believes his photography business would be more successful if he could reach a wider audience that will help others, and him personally, to raise awareness of this photography.

An interview was carried out with Luis on February 6 2011.

### Explanation of inadequacies of current situation

As Luis stated in our first consultation, he needs "to dedicate a lot of time, weekends, maybe even an entire day to go out and take pictures" that are to his liking. And because Luis is now working full time for TACA, he has less time to dedicate on working on his photography. The little time he does dedicate to photography is used for taking pictures, not the actual advertising of his art.

Personally, I think creating a website will help him obtain new clients, as it will always be there and his full attention won't be needed. And as we discussed, he thought the solution would in fact help him, "given the fact we have a lot of facilities with technology".

Word count: 245