

Criterion A: Initial investigation

An interview was carried out with Mr. Sanjeev Kumar (founder of EcoWarriors and resident at Vipul Greens) on 12th June 2019, 2:00 PM on Zoom

Who is the client ?

Mr. Kumar is a member of Vipul Greens Resident Welfare Association and founder of an environmental nonprofit, EcoWarriors.¹

What is the present situation ?

The EcoWarriors team consists of residents of Vipul Greens condominium. The EcoWarriors main goal is to spread awareness about the need to conserve the environment mainly by planning and executing sustainability related projects. They presently operate using in-person meetings, phone calls², emails and individual WhatsApp messages³.

What are the inadequacies of the present situation ?

Mr. Kumar states in his interview, “EcoWarriors is not making a significant impact to the society - I need to resolve the existing challenges so that the group can contribute positively and reach high levels of environmental success”.⁴

¹ Crit_A_Initial_consultation: Question 1

² Crit_A_Initial_consultation: Question 2

³ Crit_A_Initial_consultation: Question 2

⁴ Crit_A_Initial_consultation: Question 6

Problems that the EcoWarrior team is facing while using their current situation (in-person meetings, phone calls⁵, emails and individual WhatsApp messages⁶) are - there is lack of awareness about the environment and their organisation, specifically projects that they do and products and services that they provide. They also have low membership and they do not have an organised way for residents to join their team. EcoWarrior members and residents often forget about upcoming meetings and projects (resulting in low attendance) . Lastly they also have less followers on their social media platforms.⁷

It is hoped that by developing an IT solution, Mr Kumar will be able to overcome the challenges and run a more effective organisation.

Word count: 243

⁵ Crit_A_Initial_consultation: Question 2

⁶ Crit_A_Initial_consultation: Question 2

⁷ Crit_A_Initial_consultation: Question 3