Head of Scheduling

* Do you have realise of advertising?
  + Yes, 100 percent advertising
* What problems exist that the system should solve?
  + Current system uses spreadsheets, old fashioned
* Will the new system have to work with the current system in any way?
  + needs to entirely replace the current
* Which format should the schedule be delivered to the software?
  + currently we pass a spreadsheet onto the broadcasting people,
  + so it'll need to be a spreadsheet
* Which operating system to do use?
  + I use windows, but your solution needs to be cross platform

* terminology?
  + genre

* What's the source of your viewing figures?
  + external organisation publish viewing figures c.f. Nielsen Ratings

* What do you do?
  + produce schedules and estimate how many people will view
  + useful for charging advertisers
  + we need to find the best schedule to maximise the advertising revenue

* how will it work?
  + I try out various schedules, the spreadsheets do some calculation
  + with viewing figures

* Who will operate the system?
  + my assistant and me
  + assistant does the work
  + I sign off on it
  + senior management can override though, but through me
  + anyone can go in and view the system but only we can change it
* are there any programs needed to be broadcast on a regular time slot?
  + we need to broadcast news regularly, say twice a day

Head of Scheduling's Assistant (referred to as administrator

in the specification, but Ron explained that

administrator = Head of Scheduling's Assistant)

* How should the GUI look?
  + screen with all the time slots. I'll click around with the mouse and
  + arrange schedules.
  + Software will tell me how good the schedule is in terms of viewer ratings.
* How will the software predict future viewer ratings?
* some algorithm based on historical ratings and information
* about major televised events on, for example, competing channels
* what is the viewing figure data like?
  + split into demographics
  + adult males
  + adult females,
  + children
  + we get it once a day as a spreadsheet (store this in a database,    
    allow the program to access database)
* what happens r.e. advertising
  + we pass the best slots for advertising onto marketing after we've worked them out
* What are the most important things
  + easy to use, or at least useable
  + accurate numbers
* timing of this?
  + needs to a week in advance at a bear minimum
* functions you cant do without?
  + input a proposed schedule
  + output predicted viewing schedule

Head of IT

* security?
  + need staff credentials to view system
* Which database?
  + oracle
* would it work better as a web app?
  + yes potentially, you're the expert    
    (He didn't actually say this but it was his tone)

* How much automation would you like?
  + its important that a skilled person such as myself makes the choices
  + I want your program to inform the choices
* it would be good if it could flag up potential risks like scheduling    
  adult program too early, etc.
* would be good if it could remind me of deadlines, things that still need to be done (in system)