The president agrees, and Mary, a multimedia consultant with over 20 years experience in the field, is brought on board the next week. Mary suggests that Ron use a multimedia database program specially designed to keep track of graphics, sounds, and pictures, and their associated intellectual property status, so that components of Medical Multimedia's holdings can be quickly and easily repurposed.

With the go-ahead from Ron, Mary lays the groundwork for the multimedia database program by interviewing everyone who eventually will directly or indirectly use the system, including:

- *Artists.* Graphic, video, and sound artists who need to reference prior work or continue work on active projects.

- *Corporate Counsel*. To verify intellectual property status of individual work. Some images and sounds held by Medical Multimedia are licensed from third parties for specific purposes or numbers of users, whereas others are created in house. A graphic originally licensed for a print publication may need to be relicensed for use on the web.

- *Management*. Ron and those involved in project management need to frequently assess the progress of graphic artists and verify that production schedules are on track.

- *Programmers*. The programming staff needs some way to assess the technical challenges associated with each media asset destined to be incorporated in electronic products. For example, some sounds and images may need to be converted into a form that is compatible with the web.

Not interviewed but considered in the design of the system are:

- *Customers*. Media typically needs to be exported periodically to customers for their sign-off before the sounds and graphics are incorporated into the brochures, books, or electronic products.