

Objective	Technique	Subject(s)	Time commitment
To get background on the company and the advertising industry	Background reading	Company reports, trade journals	0.5 day
To establish business objectives. Agree likely scope of new system. Check out involvement of non-UK offices	Interview	Two directors	2 x 1 hour each
To gain understanding of roles of each department. Check out line management and team structure in the Creative Department. To agree likely interviewees among staff	Interview	Department heads (only 1 account manager)	2 x 1 hour each
To find out how the core business operates	Interview	1 account manager 1 graphic designer 1 copy writer 1 editor	1.5 hours each
To follow up development of business understanding	Observation	2 creative staff	0.5 day each
To determine role of support/admin staff and relationship to core business	Interview	2 admin staff (based on experience with the company)	1.5 hours each
To establish what records and resources are kept	Interview/ document sampling	Filing clerk Resource librarian	2 x 1 hour each
To determine what use is made of current computer system. To determine functionality of current system	Interview	Computer manager	2 x 1 hour
To establish additional requirements for new system	Interview	2 account managers 3 staff from Creative Department	3 x 1 hour each
To establish accounting requirements for new system	Interview	Accountant Credit controller 1 purchasing assistant 1 accounts clerk	1.5 hours each