

Appendix

MIMI: This is an interview for IB Computer Science HL IA, which is the internal assessment, which is a major assignment for my CS course where I will be designing a program as a project for you, the client, so this is an interview asking for what you would like to see in that product. So can you tell me a little bit about yourself?

VEE: Okay, my name is Vee, I'm the co-founder of 425degree.com, an e-commerce company selling smartphone accessories.

MIMI So, can you tell me a little bit about what you do?

VEE: So I'm a co-founder so I do many things, but my main job is to take care of marketing so I have to run an online advertising campaign to serve the product

MIMI: Okay, so what does that specifically entail?

VEE: Alright, so, I have to work with my product manager, they will have a plan for each category, might be case or headphone, what kind of product they want to sell, so I will get that information , design an marketing campaign- an online advertising campaign from facebook apps and google apps to serve that purpose- to sell that kind of product/

MIMI: So what sort of things are you majorly responsible for in terms of technicalities and data

VEE: I have to know about the margin of that product and I have to use google analytics, facebook ads to get information and data about an online campaign like how many people look at that ad and what is the number of conversion rates, number rates, and bounce rates of people who come to the website and get off suddenly.

MIMI: What's the primary goal of your job?

VEE: To help my company, to grow in terms of profit and grow in terms of revenue

MIMI: As a co-founder and someone very involved in marketing, what seems to be the biggest challenge in terms of technicalities for your job?

VEE: At our company we have many categories for the product we sell, we sell more than 3000 kinds of products with different price points and different gross profits so it's quite hard to use the right amount of budget for that kind of marketing campaign. Because if we're talking about facebook, we have to make a campaign for each product and we have to prepare a set budget for that campaign and it's quite hard because each product has their own characteristics like lead time, production time and gross profit and the claim rate (the percentage of the product that breaks that people will come back to claim with the company).

MIMI: What's the most important softwares that you presently work with for your data?

VEE: Facebook will have an ads platform so I use that online, and I also use google analytics to get information about website visitors and their behaviours and how much time they spend on each page and how much time they spend on each product.

MIMI: So how do you presently store and work on that data?

VEE: All data will be on Facebook and Google, but I can export it to spreadsheets on microsoft excel.

MIMI: In terms of working with those data, what's the biggest struggle you work with in terms of technicalities and efficiency?

VEE: Actually, my main struggle is to, like I have said, I want to forecast the right amount for each campaign. It's very hard because the information that they have is only the gross profit for each product so you have to use your guts to forecast the budget. So what I need to do is make it more precise with the data from facebook or maybe google analytics website data, we can extract them and forecast the right amount of budget in an efficient way.

MIMI: What are some of your ideal solutions- what would you need in a program?

VEE: Maybe there will be a report that forecasts the budget of each campaign and look the data of each product- like for case you should use this amount for that budget but if it's a headphone or charger it'll forecast a different amount as a guide for me to work on that later

MIMI: So you're looking for sale projections according to consumer data.

VEE: Something like that

MIMI: Is it like according to platforms that you advertise on or is it the type of ads you want to put out?

VEE: Actually, no need for that because the budget will be the same amount and I will allocate it to each platform later

MIMI: So you're just looking at the budget that's needed for the advertising of specific products.

VEE: Yes

MIMI: So are there any technicalities you'd like to add to the program, any features that would enhance your experience using the program?

VEE: Maybe a graph should be useful because I have like 3000 SQUs and tables would take a lot of time. Something like grouping categories, like grouping 10

products together. Maybe we have seasonal sales like Christmas and I would group some products for this campaign and I will look at it as a single category

MIMI: Presently just to conclude you just want something that will forecast the budget of your marketing that would show graph analytics according to your consumer and ad datas.

MIMI: Is there anything else you'd like to add?

VEE: I think that's enough, it'll totally save my time

MIMI: Okay thank you so much!

VEE: Thank you!