INTERVIEW 2

So this prototype is meant to give you a general idea of what the final product will look like but it is quite far from finished, so if you have any questions or comments please feel free to ask. The actual functionalities and analysis will be created in python just because it's a little bit better for machine learning and working with large sets of data.

So there's 3 main windows, the data window will display the data you've uploaded. I'll incorporate search and sort for the database to increase its usability.

Vee - So what is the table you have right now?

Oh I thought your dataset would contain different data for each of the different sales platform.

Vee - I'm not too sure about this. The left column should be something like an attribute for each- I'm not sure why you'd make the different platforms the head of the table because each platform have different attributes and they're not always compatible. Like facebook might have attributes like likes and shares, whilst the website would be the number of users which would leave some of the database empty because the attributes are incompatible.

Okay I understand. I think for the tables I'll just limit the one table per database for one platform then. Does that sound better?

Vee - Yes much better. It'll work better that way.

So the next window is the data input page. The code isn't fully working but you should be able to customise some of the things you want to forecast. You should be able to set different parameters like month range and such. The idea is for you to have a lot of customisation for you to make custom forecasts. So you can select the things you want to forecast like targetMarket, engagement, profit and things like that. Once you press this button here, it'll generate predictions that will open in an analysis and prediction window.

Vee - Can you go back to the data input tab?

Yeah of course.

Vee - So are these buttons just essentially filters for the data generation?

Yeah.

Vee - Okay, that makes sense. I think that for me for the most important thing is being able to forecast sales according to certain time periods. Because for some of these selection filters, the data types aren't really compatible and it'd be a lot of messy data that I don't think I really need. I'd prefer it if it was one graph that can display a clear forecast rather than many other little graphs. If I need customisation, I'd rather have it

be grouped by certain common attributes instead of generating many graphs which will be hard to track and compare.

Okay I see. So maybe make this window a bit more concise?

Vee - Yes. Exactly.

Okay, I'll try to simplify the program down. That's pretty much the whole program, is there any comments you want to add?

Vee - No, I think all the comments I gave are everything I'm looking for. I think what I'm most concerned about is each tab being too much. Maybe you should work on the details and making the tabs more simple. Like the data tab, I really just need one that can show the data. Some filters and search would be nice but a table display is enough. Although a search button would make everything a lot more convenient and pretty useful but it's not really necessary. Right now the details for each tab is a bit too much so I think you should just focus on that.

Okay thank you so much for your time! I'll go ahead and make these modifications. Oh before we end, can you name some specific criterias for this product to be deemed as fully functional?

Vee - In my own opinion, I can see a functional prediction that will display a useful graph and a table that forecasts the sales for maybe a certain amount of time. At least 6 months. I'd also like to be able to log my own files into the database and easily use them for forecasts. And for the customisation in the data display, some of them aren't really useful so I think maybe try to make it more simple. If I can't really understand what's going on, I don't think the program would be useful. So just everything is clean and functioning.

Alright, thank you so much for letting me interview you!

No problem!