Attendees: Rich R.
Date: Feb. 24, 2014 9:30AM PST
Title: Interview notes and questions for determining feature set

Questions:

1. History of current content
   a. Do you know if there are any customer study materials and where you might go to find them?
      i. I'm aware of them. I know that Scott N. used to send them out in the past. At that time I would definitely consume them in the past. Not sure where they are, but assume Sharepoint/Loop.
   b. If you are aware of the materials is the current format sufficient or insufficient for your needs?
      i. I always tend to think. I used to always tell the team that we should have a knowledge share matrix. I love those documents, but sometimes their intimidating. Just wondering if there should be a one page executive summary. Just a one page summary. The content is great, but some kind of exec summary might be nice. Sometimes just opening the 20-30 page document might be overwhelming.
      ii. CONCLUSION: Some sense of summary of the collateral is needed to decrease the mental load in gathering information from the collateral.
2. Experiencing the content
   a. How would you like to explore the materials to get the best possible benefit?
      i. I'm just big on enterprise social. Some of that content too its not necessarily not just a one point in time kind of thing. Sometimes we should send things out repeatedly. Every so often in an easy to consume approach social, status reports, resending the materials the best data.
   b. Do you imagine that some kind of visualization of the findings would be useful/helpful?
      i. Infographics are always fun, but there is an investment required to get them into the format. Make it interesting to the point where you can follow the path of the infographic. Maybe marketing could help out. Maybe rollups. I don't know if we aggregate these reports but that might be a good idea. When I look at Twitter I recycle a lot of content and literally the next time I send it out it gets like 400 tweets.
   c. Are you familiar with Word/Tag Clouds and key term visualization? If so do you think they would be helpful?

        i. I think so. It is valuable, but it is hard to say how valuable. Those things are interesting too because it gives you a sense of how relevant a topic. I just don't know how useful it is. People are looking for something more specific. People are looking for data to support their own initiatives rather than blindly going into a document.

  d. Are specific organization techniques useful/helpful such as content/key term by geography, time, and vertical/sector? Are there others than those mentioned?

        i. I think that the mashup is interesting. I think that your status report might be a good approach to recycle some of that content. Draw in the relevant pieces and then point back to the source. I think that photos actually help to create more interest. Take a picture of the site your at. That makes it more real and more interesting. I think that this is a good initiative. I myself don't read all of them. Anything you can do to drive interest will be helpful. I don't know how your team uses Twitter, but perhaps you can do the same thing with Twitter?

  e. Do you imagine that you want to get to the content directly or are more summarized abstracts or key term visualizations a better place to start?

        i. You need as many interest points as possible.

  f. What platform is the best target for such an exploration system?

        i. Today it is predominately a word doc. It might make sense to have powerpoint, infographic, doc. The mobile stuff today. Not sure it would be worth the investment. It might be a bit ahead of the time. Not sure where this stuff lives, but if it is on the Loo you could have more entry points like quotes.

  g. CONCLUSION: Again the point of summarization is important here. Further the request for multiple channels to get the information and repeating the messages gleaned from the customer study findings.

3. Outcomes and consumption practices for the content

  a. What kinds of discoveries and findings do you anticipate are possible or even relevant?

        i. I think I use it to validate my own vision and strategy. I use it to validate what I'm hearing from PM, sales, OTP, customers, etc. Given all of that I use it to defend where we're going. Here's where we're going and this matches what we see with OTP, etc. We think that this is super valuable and use it to reinforce directions, etc. I think that the customer quotes are for me the most valuable. The author of the doc can always sort of spin it. At least

==the perception is that they always have some sort of angle.== Even if I wanted to I could not read/listen to the materials. I think that the mobile stuff is a little ahead of its time, but maybe if you started now it would be ready for consumption.

b. If so what kind do you think are preferable or relevant?

    i. See 3.a.i

c. How do you typically use customer study materials in your plans?

    i. See 3.a.i and others

d. If you do not how do you consolidate your own information to produce release, plan, other content?

    i. I'm constantly leveraging a huge repository of Powerpoints from customers, OTP, PM, etc. It is really sort of ad hoc. I use this material to help construct the best content for a particular activity. We also have a wiki which is most often updated in conjunction with a particular release schedule. I think that any repository you get is going to become like a dumping ground over time. Honestly I don't think that it is a strength of ours. Even recently in Bellevue we talked about the lack of a repository for information to get people onboard. I guess that Waltham is using Wiki, but the information gets stale.

e. ==CONCLUSION: Personal and professional discipline as well as objectives might be required to maintain a repository of collateral from customer studies. Basically it takes commitment and time to curate this material. Unless the team allocates the time and makes it a deliverable then we cannot assume the content will magically become valuable.==

4. Are there other kinds of data to include in conjunction with customer study data/materials? If so can you describe the data?

a. ==Yeah, I think that the competitors stuff it doesn't feel like we're doing enough modeling of the competition and showing how our strategy is better and how we're going to defeat them.== For project Diamond we should have presented what our competition is doing and then how we plan to defeat them. The same thing with the analyst information. ==Triangulate with what the analysts are seeing and also here's what our customers are thinking. To me we should be so far ahead of the financial analysts.==