Attendees: Vincent F.
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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. Yes.
   b. If you are aware of the materials is the current format sufficient or insufficient for your needs?
      i. It is in some cases it represents a basis, but it is never enough. There isn't anything that is posted on the network that is good enough. So there's always some customization that always has to happen. <mark>Customization isn't just cosmetic it is aggregation, generation of findings, etc. So something different has to be created.</mark> They are some interesting sources of information but that's not enough. Furthermore especially to drive customer discussions you have to have customer information to be good segue into what we do at Hitachi.
   c. <mark>CONCLUSION: Clearly aware of the collateral's location and states that it is important to do something with the data.</mark>
2. Experiencing the content
   a. How would you like to explore the materials to get the best possible benefit?
      i. Well its true unless today you have knowledge of what's inside you have to download it and read it to get a clue as to what's inside. <mark>Abstracts, summaries at a high level would be very helpful to review and preselect what you need from the materials.</mark> We spend more time trying to understand what we don't need versus what we need and I think it should be the other way around.
   b. Do you imagine that some kind of visualization of the findings would be useful/helpful?
      i. Yes definitely. Visualization and also when some contents are similar maybe if there is a way at understanding the different between the contents not sure if it is through visualization, but it might be able to help.
   c. Are you familiar with Word/Tag Clouds and key term visualization? If so do you think they would be helpful?
      i. Yes.
   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. So what would be good is if there was a way of capturing, I know there is a challenge to capture it corporate wide, when a good source of materials has been used for many events ==it would be good have tagged to that a reaction of the customer materials.== It might be harder to build that kind of knowledge base associated to the material but it would be helpful. Not sure it needs to be totally integrated into the document management system, but we should have a tool that could help us understand topics, reactions, competitive feedback, etc. Very often you take some information and you don't know how it will be perceived by the competition. For instance if there is a regular competitive response it would be good to know s that you can polish your materials based upon your point. So how can we capture the data related to the user materials.

      ii. ==CONCLUSION: It would be good to perhaps make some coupling based upon references to help us better understand the relevance of content.==

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. Most, hmm. It depends. ==Having a choice it would be a good idea.== In some cases where you don't know how to start the ability to search, summarize and get abstracted summaries would be a good idea. Furthermore people are getting used to the browser style of consumption so this could be a good idea. In the rare case where you know what you want you can directly access specific collateral.

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

      i. To be honest it depends on the context. When you're in preparation mode it is your laptop and your connected to the network. There would be situations where accessing for mobile devices would be necessary perhaps to show something very quickly in an instant. I think definitely it has to be multiple types of support. But when it is something used to build your own materials it has to be a laptop and maybe a tablet later on.

g. CONCLUSION: The standard use case of abstract to detailed is there, but also the suggestion that it is necessary to go the other direction as well.

3. Outcomes and consumption practices for the content

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

        i. ==For our team we are mostly trying to access if what we're saying makes sense.== The materials we use are there mostly to create a reaction/comments from our users. Therefore I think it is pretty important to capture what those comments are about. We actually did a series of interviews about IT platform and network and they all showed that from an initial set of information the customer is going to go back and link it to his/her environment and then comment. This is what makes the discussion interesting. In a lot of cases these materials are just teasers. The set of materials that we have to deal with in our team are potentially different than others. What we've found when we've been able to do audio recording there is a lot of valuable information in there, but it is super helpful to get into details that we didn't remember. ==So something that can get into the audio recordings and help us better make insights would be helpful.==

b. If so what kind do you think are preferable or relevant?
        i. If there was anyway for something like a PowerPoint to capture and transcribe feedback that would be helpful to help us extrapolate to our planning outcomes.

c. How do you typically use customer study materials in your plans?
        i. So basically you can prepare summaries which can be inserted into high level feedback that can be presented publicly. Different audiences different feedback different ways of disseminating the information. Those that want detail you should provide it some want the high level summary and both are applicable. But again in order to provide a choice you have to have the content to do that. Too often the summary is an executive summary and there isn't a detailed report. We know that when we've done extraordinary detail the results have been utilized by different groups. ==The visibility of the collateral is also a key problem in getting the word out. Sharepoint, theLoop, etc. are great, but there still needs to be some kind of internal notification which is up for consumption. Even if I'm not a member I still need some key search capability to find the collateral for potential consumption.==

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

e. ==CONCLUSION: Search comes about for discovery of content the user wasn't aware of as a needed capability.==

4. Are there other kinds of data to include in conjunction with customer study data/materials? If so can you describe the data?
    a. So uh yes I think so. ==One of the most difficult things to understand, when we visit a customer, is who they are, what's their relationship with Hitachi, what were the most recent announcements.== Some kind of a market knowledge tool. Basically it is almost like you need some kind of a mash-up capability as you work around the context of the material. Basically you need to be able to create a multi-dimensional approach to what the customer information is and what it is about. We kind of do that today, but it is completely manual. To ease the manipulation we should help out with some form of automation. How can we find similar customers or customers associated to the topic at hand? IT has to become a multidimensional tool. Depending on what you're looking for you should be able to bring to the surface the information you need. Contextual intelligence.
    b. CONCLUSION: Customer profiles are important.