Attendees: Norma R.
Date: Mar 10th, 10:41AM PDT
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 I am aware of different material and mostly receive the collateral via email. Specifically, usability studies in the past, some work around our product suite, etc. ==Usually again this is through email only no repository that I'm aware of.==
    b. If you are aware of the materials is the current format sufficient or insufficient for your needs?
        i. I think for projects we were working at that time it was sufficient, but it really hasn't progressed. That is because our users go through a transition, just like technology, and we haven't tracked that correctly. ==We don't take the time to track our customers in a more formal manner.==
        ii. ==CONCLUSION: Aware of the collateral but not a repository to track them identifies the fact that we aren't keeping a longitudinal view of the customer.==
2. Experiencing the content
    a. How would you like to explore the materials to get the best possible benefit?
        i. I think in several ways: Web based training, face to face training and role play. I would get more out of interacting with a group of people, and make us accountable. Make this a check mark on the development of our collateral like PRDs, etc. This should force change.
    b. Do you imagine that some kind of visualization of the findings would be useful/helpful?
        i. Yeah. With pictures, its like a brand I guess. If you have something that reminds me of the user then it will easily connect to them and their problems. Something to remind me of what we need to do as a next step.
    c. Are you familiar with Word/Tag Clouds and key term visualization? If so do you think they would be helpful?
        i. Yeah I have heard and think that it may be useful with the assumption that we as employee will own it. ==I will also need to socialize the outcomes/findings with those who I touch.==
    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. That's a good one. I do believe that the verticals like Healthcare and all of those upcoming emerging markets that we're not into yet. A big mistake that we make in this company is that we assume that everyone knows what we know. I think we can leverage our partners more from the user experience and we kind of take them completely out of the picture.

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. ==I think that abstracted and visual to start with links to deeper content only because of the bandwidth and where this fits into the priorities of what we're already doing.==

f. What platform is the best target for such an exploration system?
       i. That depends the individual laptop first, for me, mobile secondary.

g. CONCLUSION: Thinks visualizations are needed and useful tools for communication to various stakeholders. Interestingly cites the usability notion of recognition over recall. Also references the general use case of abstracted to raw.

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 will expect it to give me a quick overview of our users behaviors, their profile, and how they might evolve over time. Also some sense of coupling them to specific verticals this could help in better planning.

b. If so what kind do you think are preferable or relevant?
       i. The projection of the user's future is more important.

c. How do you typically use customer study materials in your plans?
       i. As a reference, and that is not always the case with every release. There are some materials now that show the progression of storage administrators into new types of workers. I use this for internal explanation. I also don't use these materials for every release.

d. If you do not how do you consolidate your own information to produce release, plan, other content?
       i. I don't really other than putting this into the PRDs and use cases. I haven't every written a profile of a user who will use the product. I have started to show the customer problem, but not necessarily something in formal and writing.

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

a. Behavior patterns in terms of getting to know the person progressing in time. The technology is becoming more mobile, iOS driven. How much of an influence they have on the buying decision which is very complex to gather based upon vertical, geography and chain of command.
b. CONCLUSION: Interesting to see views over time as key criteria.