

Attendees: Rizwan M.

Date: Mar 11 1:06PM 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. Hmm. I know there are case studies and I'm forgetting the name, there's a girl that manages our case studies. Oh customer studies, those I've been with the team and helped to make them in the past.
 - b. If you are aware of the materials is the current format sufficient or insufficient for your needs?
 - i. I think so, the format is fine. Accessibility of that, well it isn't advertised as much because if I asked many people if they knew where they are I don't think they would know. I don't go back to past studies and actually I'm not sure where they are.
 - ii. **CONCLUSION: Knows about and has participated in past efforts, yet an awareness of where the content is stored is lacking.**
2. Experiencing the content
 - a. How would you like to explore the materials to get the best possible benefit?
 - i. Um, if accessibility is easy and it is advertised and I know where to go then it is okay. However, if you don't have access to the right system you may perform searches, find a bunch of junk and then ultimately give up. It would be interesting if we could make things more easily accessible via search or a virtual drive on everyone's laptop. Perhaps a shared HCP-AW folder.
 - ii. **CONCLUSION: Search is present again as an ask.**
 - b. Do you imagine that some kind of visualization of the findings would be useful/helpful?
 - i. The analysis and compilation of the analysis needs to be in a very easy table form with some key questions that should be answered are very helpful. Summaries are a place to start from and then drill down.
 - c. Are you familiar with Word/Tag Clouds and key term visualization? If so do you think they would be helpful?
 - i. Yeah that would be helpful.
 - 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. Right so I don't know if it is possible or not, but some sort of a quick cubing that someone can build. If you can put it in some sort of a data warehouse where users could mashup their data that would be great. If a user has to make that themselves they ultimately give up. It really depends on cost semantics.
 - 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. Both. Start with summaries/visuals and then get to specific content.
 - f. What platform is the best target for such an exploration system?
 - i. Mobile I use iPad but not sure that everyone is using it. It is easier, after that likely laptop. No so much on the mobile phone it is too small. Perhaps the data should be pushed to the users that would make it much easier to solve the business problem whereby people don't have enough time for careful consideration.
 - g. CONCLUSION: Visualizations are important and in various forms. In particular the ability for the user to customize their view an visualization of the data was key for this participant.
- 3. Outcomes and consumption practices for the content
 - a. What kinds of discoveries and findings do you anticipate are possible or even relevant?
 - i. It depends, but mainly understanding a particular product or use case, its acceptability, what customers are saying about it, and getting responses about if the directions are right. Also refining the business model.
 - b. If so what kind do you think are preferable or relevant?
 - i. Business model is where I felt most of the time is important to help what the customer is saying and then requirements. This will allow us to confirm and reject ideas/requirements and assure that we are doing the right thing.
 - c. How do you typically use customer study materials in your plans?
 - i. See above.
 - d. If you do not how do you consolidate your own information to produce release, plan, other content?
 - i. I would usually talk to the field, ask questions, working with Gartner, analysts, and then Internet research.
- 4. Are there other kinds of data to include in conjunction with customer study data/materials? If so can you describe the data?
 - a. Other data that I struggle with is how to find selling and pricing models. Also performance data, etc. All of this is competitive

data and outside of storage when you are working with anything else it is a struggle.