Attendees: Manu. B
Date: Mar 12, 2014 10:34 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. There are some on the PM site which was done as a part of the TPM interview process from a couple of years ago. In the past we'd record the interviews with customers and transcribe them.
   b. If you are aware of the materials is the current format sufficient or insufficient for your needs?
      i. At that time yes they were. At that time it was more specific to what we were doing and they were done 4-5 years ago.
   c. CONCLUSION: Aware they exist don't know, aware of where the old ones are, and not aware of where any new ones might be.
2. Experiencing the content
   a. How would you like to explore the materials to get the best possible benefit?
      i. I think that the first thing is that there are lot of studies already done. So we're saying how we normalize them? Maybe tagging them with some key words or the metadata about the customer would be the first give away. Some of the key words would be extremely helpful because when the product management side I'm doing something strategic that I need to validate as well as tactical.
   b. Do you imagine that some kind of visualization of the findings would be useful/helpful?
      i. The tags and visualization of terms would be helpful because I can search over the terms that I'm interested in. Maybe I want to figure out the five most frequent terms in a set of documents. We'd look for key words that are coming up most of the time. So this would be very helpful.
   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. <mark>Yeah, so like there are two aspects one is metadata about the customer. For example the profile about he customer buying information and in particular geography, size, what they're buying consuming, are they buying 3rd party maybe I want to look at NetApp & Hitachi.</mark> Can we look at customers over time, what is the trend in the customer's mind over time?
- 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 it always has to start with the ends and then the mean come into perspective. This allows me to build the problem statements from the beginning and will allow me to determine how to work with the data and where to start the consumption. Generally I'd start with the tags and get to the raw data.
- f. What platform is the best target for such an exploration system?
    - i. Mobile device like an iPad.
- g. <mark>CONCLUSION: Once more the use case of abstracted to detailed comes out. Also good awareness of key terms as a technique to quickly understand the gestalt of a set of interviews.</mark>

3. Outcomes and consumption practices for the content
- a. What kinds of discoveries and findings do you anticipate are possible or even relevant?
    - i. Strategic and tactical planning and decisions for products. Ideally we'd need to get this data from analysts but their data is always without the proper tangent of time in a sense they aren't ever wrong.
- b. If so what kind do you think are preferable or relevant?
    - i. It depends on the study. If it is a tactical study then I have a specific list of things I need to find out. However, generally I'd like to use these data on pretty much of all my work efforts. <mark>This really depends on accessibility and how I can search it.</mark>
- c. How do you typically use customer study materials in your plans?
    - i. Tactical vs. Strategic.
- d. If you do not how do you consolidate your own information to produce release, plan, other content?
    - i. The next interview you do is always different from the first interview you did. Generally before we go in we set here are the 15 things we want to get out of the study. I personally don't want the interviews to be too structured because conversations are difficult to be structured. Today I really store these results as flat files and audio

recordings and this depends on what we get from the customers.

4. Are there other kinds of data to include in conjunction with customer study data/materials? If so can you describe the data?
   a. I think that metadata about the customer is extremely relevant like size, revenues, etc. Metadata is essentially is as relevant as the data itself. Industry data from analysts and in the market in general. How far are customers behind the market? This can help me better bring things to market at the right time.
   b. CONCLUSION: Customer profile information could be extremely relevant.