

Title: Interview notes and questions for determining feature set

Attendees:

Date:

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?
  - b. If you are aware of the materials is the current format sufficient or insufficient for your needs?
2. Experiencing the content
  - a. How would you like to explore the materials to get the best possible benefit?
  - b. Do you imagine that some kind of visualization of the findings would be useful/helpful?
  - c. Are you familiar with Word/Tag Clouds and key term visualization? If so do you think they 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.
  - 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?
  - f. What platform is the best target for such an exploration system?
3. Outcomes and consumption practices for the content
  - a. What kinds of discoveries and findings do you anticipate are possible or even relevant?
  - b. If so what kind do you think are preferable or relevant?
  - c. How do you typically use customer study materials in your plans?
  - d. If you do not how do you consolidate your own information to produce release, plan, other content?
4. Are there other kinds of data to include in conjunction with customer study data/materials? If so can you describe the data?