

Attendees: Roberto B.

Date: Feb. 24, 2014 10:04AM PST

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. Um, frankly you catch me quite naked here. I saw some of the study materials you've done in the past. I don't think they were so publicized. I don't think that people know about them. I believe that there are a lot of high quality, but we are looking for the so what? What do we do? For this year I don't know what we're doing. Probably we're way too much internally focused.
  - b. If you are aware of the materials is the current format sufficient or insufficient for your needs?
    - i. I think it is a little bit more of the hand over of your research. We have done that what is missing and how do we proceed? The research has to be turned into the marketing plan. For example the flash, everyone has talked about what we should do, but there is a missing point of directions to take.
  - c. **CONCLUSION: Need better and potentially continuous "advertisement" on what's happening. Again the point of summaries and roll-ups come up to help people understand what needs to happen first from a high level. This sets the tone for drilling down into the raw collateral.**
2. Experiencing the content
  - a. How would you like to explore the materials to get the best possible benefit?
    - i. A repository is good. I think it is better if you actually if you call somebody around and review them together. If you're waiting for others to read it you may miss out. We need at a certain point to have a quarterly review. Basically build a roadmap and get people actionable to it. I would not wait for someone to read the data themselves. Everybody is spinning around without directions.
  - b. Do you imagine that some kind of visualization of the findings would be useful/helpful?
    - i. Something simply to read the internal trends, and extract of what you see would be helpful. The Infopro has some good examples of how to represent the content and that would be useful. Some kind of a summary with the

reference to the original documents. Each one is different verbal versus visual.

- c. Are you familiar with Word/Tag Clouds and key term visualization? If so do you think they would be helpful?
  - i. That is a very good way to visualization the information. That is one I like.
- 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. I'm a big supporter of originalization. There isn't a one size fits all for everything. A deeper division by geo will certainly help in understanding. We could build roadmaps around that, rather than trying to fit everything into one product set.
- 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 is better to have a summary to look at and from there the reference where to go and get the rest. Start at the summary, explore and then get to the detail. However you will need to sit down with us and transition the materials.
- f. What platform is the best target for such an exploration system?
  - i. I think we are still very attached to the desktop and laptop. So PPT works better than anything right now. Just because of how we work. I see that everyone is still very attached to that.
- g. CONCLUSION: Again start with high level summaries and then drill in. Here there is a request for a continuous handoff of collateral with the suggestion of face to face meetings so that we can handle the content transition.

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 think that in the end when we look at it we could really put together customer/market requirements from the beginning. That is what I think is the end game of the customer studies. We should be able to analyze and synthesize into a material business. It could be both the current and emerging platform. For me it should be the compelling information for us to push development in certain directions that will make us money in the end.
- b. If so what kind do you think are preferable or relevant?
  - i. Answered above.
- c. How do you typically use customer study materials in your plans?

- i. Personally, I've used them a few times. Either to reinforce what I've known or to find new things. I cannot talk about my team because I'm not sure what they do. Several times these materials have made me change my position.
  - d. If you do not how do you consolidate your own information to produce release, plan, other content?
    - i. We do it very badly. In my case I don't think I have a system anymore. I used to use powerpoint, but not anymore. If they do something they most likely consolidate into an excel list of needs. This should change because we cannot work that way. We are not accurate at all.
  - e. CONCLUSION: Self organization isn't working either. The collateral is super valuable and relevant to planning efforts.
- 4. Are there other kinds of data to include in conjunction with customer study data/materials? If so can you describe the data?
  - a. Two things. One I believe that we don't have a good understanding of the available technologies. The meeting with Hitachi Research last week was a first for me. More visibility to this data would be helpful. Secondly I think that the competitive part should be covered. At least the part that Harry does should be included in the overall response.