

Attendees: George P.

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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. I only know about the OTP studies. Which are done yearly typically and you publish them on theLoop and it was on Sharepoint. The formats are word, Powerpoint, and audio recordings.
 - b. If you are aware of the materials is the current format sufficient or insufficient for your needs?
 - i. Yes and no. Because the way that you guys meet you talk about many many subjects. The recording can range from Big Data, ease of use, therefore the challenge we face is that it is time consuming. If we would have better tools to find content in materials like audio files. Right now I read the transcripts and I don't listen to the recordings. I'm sure there would be a lot of value if I would listen to them but I don't have a lot of time now. Also think about individuals John Mansfield would listen to the AT&T recordings because he would like to know everything about AT&T, but the lower you go there are more topical specifics.
 - c. CONCLUSION: Knows about the collateral (documents, recordings, Powerpoint, etc.), but cites insufficient time to listen to the recordings.
2. Experiencing the content
 - a. How would you like to explore the materials to get the best possible benefit?
 - i. Ideally, what should be there should be one repository that is easily searched. It should be tagged, categorized, searchable by feature, function subject from a technical and business perspective. For example we'd like to ask about what the future is for iSCSI and what is its status today. The repository is important, how you search and index, who takes the time to tag it. Unfortunately, I cannot see anyone other than the project owner or a 3rd party doing this. Portability, it would be great if you could sync them with your laptop so that if your traveling you can read them offline.
 - b. Do you imagine that some kind of visualization of the findings would be useful/helpful?

- i. Yes, and to be blunt the stuff that Ken had on this laptop with Project Blueshift was a good take at it. I think that recommenders and synonyms are good ways to assist people. A good example would be when we search for virtualization it could come back with hypervisor, storage virtualization. Search is a key point.
 - c. Are you familiar with Word/Tag Clouds and key term visualization? If so do you think they would be helpful?
 - i. Yes and no, if people are using this functionality. Most of our guys are way behind in HDS. If the audience is corporate PM, we should make them use this stuff. They need to adapt to these new forms of visualization.
 - 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. This is fundamentally important because one of the biggest issues today is that you can only search by relevance, or by time. You cannot do AND and this is a pain. So the combination would be important. So this can save people a lot of time and filtering, etc. People will use it.
 - 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. There are both use cases. One use case would be hey AT&T give use information about the mainframe which would be to get to specific transcripts and summaries. Whereas PMs may need to reply to roadmap challenges. Also PMs need to provide input on what sorts of questions need to be in the interviews. This would allow for better collaborations. Once done and the content is consolidated and this would allow for top level summaries to raw content.
 - f. What platform is the best target for such an exploration system?
 - i. Videos and MP3s won't work on the cell phone today. iPads and tablets aren't there today, but we need to be ready for mobile access. Laptop access always, and as I mentioned an offline version of this would be highly recommended.
 - g. CONCLUSION: Start from summaries and search and then move to the detail if possible.
- 3. Outcomes and consumption practices for the content
 - a. What kinds of discoveries and findings do you anticipate are possible or even relevant?
 - i. This kind of customer study and feedback should direct the company's direction on what we should build and not

build. Don't build something that is cool build what the customer needs. That being said we've used this kind of data before to help us judge what we should build. We've even used marketing to conduct surveys with TechValidate, so PM is using multiple modes to help engineering and PM answer why we should do something. One more thing there's the MRD, ERD and PRD process. The MRD is something that PMM believes should be there. For example the MRD for de-dup was hilarious because it was the highest performance with the best reduction. Customer study collateral allowed us to go back and advise marketing on revising the MRD on the art of the possible.

- b. If so what kind do you think are preferable or relevant?
 - i. See above.
- 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. Um, yes and no. And the answer is that it depends on the time people have and their resources. The reason why I say this is that it depends on the time managers can assign to the resources. For example I have different people doing different things. Some people are tactically focused others are more strategy focused. My goal is to bridge the gap between the two on my local team. The second aspect is to gather the material from the OTP, but there isn't a central repository for all of these collateral. Yet we do have a team specific set of collateral from market analyst information, etc. There isn't any customer information contained within our local Sharepoint site. So we are using customer materials, but it is product centric view. There isn't any marketing information, customer information, etc.

- 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 believe personally we should have a virtual team of people to work together on taking all the materials from all groups. The OTP is doing this from the long term perspective. If we would take the PMM collateral, PM tactics/execution, and the OTP perspectives. This would help us ask and answer a lot of questions about our business and competitive health. This kind of content would be crucial for our business context. I think that such a repository would be repurposed for a lot of reasons. For example marketing has a lot of information already, but we

cannot access it directly we have to gateway through marketing.
The system you're talking about is something that we need to
combine into a single view across multiple systems.

- b. **CONCLUSION: We need to combine multiple group's
repositories together.**