Attendees: Liz G.
Date: Feb. 27, 2014 9:00AM 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. I know there are [materials] I do not know where they are located, but assume sharepoint.
   b. If you are aware of the materials is the current format sufficient or insufficient for your needs?
      i. I haven't studied them, but I'm going with this blanket perceptions statement: Because they aren't well know they must not be in a usable format. I based that upon a past project where we did the research and knew there were these studies, but they were really hard to find, somehow PM didn't know about them. But when we did discover them somehow we found that they weren't usable/useful.
   c. CONCLUSION: Not really sure where the collateral is and assumed based upon hearsay that the format was insufficient.
2. Experiencing the content
   a. How would you like to explore the materials to get the best possible benefit?
      i. Well I think that the customer studies are input to some other decision making document. So it is driving what I do with this customer study material. Therefore it has to be driving downstream activities and decision making. Unless this happening then I don't know what it is.
   b. Do you imagine that some kind of visualization of the findings would be useful/helpful?
      i. Yes. And different types of visualization. I know that one way is to look at the key words. I also think you have to show some form of analysis. Some way to bucket the contents. Maybe some physical graph behind it.
   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. Those sound relevant. I think it is also important to show not only what the customer is saying, but where it is relevant in our business. Also who should be the kind of

recipients of the collateral from an organization context meaning PM should consume this data.

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 that everything is better if there is a summary sheet and then I can go and find the super detail.

f. What platform is the best target for such an exploration system?

   i. Well I think, so the customer insights are most important to the knowledge chain of how I'm going to build my next deliverable. Therefore I think that the most useful platform is laptop. The mobile look and feel is an advantage, but may not be a hard requirement. I also like when something were to get posted about that like on our business social network called the loop. This would allow for active questioning of the content/collateral and progress the material.

g. CONCLUSION: Summaries and visualizations are important.

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 mean the outcomes are that we will build better messaging and better products. We want to drive for strong customer fulfillment. The most important outcome is that we ultimately delight the customer.

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. I would consume the materials, when I'm writing the next knowledge artifact. I'd use it for research to complete the next piece of the puzzle.

d. If you do not how do you consolidate your own information to produce release, plan, other content?

   i. Um so, without customer studies we're just guessing from our gut. When there isn't anything documented there is no way to reflect the actual outcome. You're really just guessing.

4. Are there other kinds of data to include in conjunction with customer study data/materials? If so can you describe the data?

a. Well I just think it goes back to it is part of something else it is part of a bigger picture. We need to understand what we're trying to accomplish with the next step. It has to keep us moving down the information chain. For example we had someone who did some user experience studies and merely put the content into a powerpoint, but I don't know if a lot of people

know what happened or what the outcomes were. Therefore this was this a useful study? Another example our technical writing team gets feedback from customers on documentation distribution, but this team is powerless to affect this part of the customer experience. We also need to think about how the customer study can be used to influence the interactions with the customer and ourselves. Basically we should be mining the customer experience along with focused customer studies.

b. CONCLUSION: Beyond customer study interactions should also be included. This suggests customer support interactions, sales interactions, etc.