Attendees: Linda X.
Date: Feb. 27, 2014 3:15PM 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. Yes and yes.
   b. If you are aware of the materials is the current format sufficient or insufficient for your needs?
      i. It is sufficient for the detail, but not sufficient for the output summary in a tabulation kind of way. Can I tabulate certain research? If the customer is saying kind of open stack as the direction I'd rather see the result in a table with percentages, and models.
   c. CONCLUSION: Some kind of summary/roll up is needed. Also due to usage of the collateral in the past location awareness was known.
2. Experiencing the content
   a. How would you like to explore the materials to get the best possible benefit?
      i. It is really tough right now. I just do it the manual way by reading and synthesize myself. I'd like to have some kind of a content aware search and some method to visualize the output and as a result I have to dig through the materials to get to the information that I need.
   b. Do you imagine that some kind of visualization of the findings would be useful/helpful?
      i. Yes. I'm still looking for trends, quantitative trends or conclusions in some charts like percentage of customers, people, etc. put a priority on say open stack. Can I easily leverage this for my MRD/PRD to help create the proper requirements.
   c. Are you familiar with Word/Tag Clouds and key term visualization? If so do you think they would be helpful?
      i. Yes this 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. Yes, segments/verticals are very relevant and important in conjunction with keyterms. Maturity of cloud adoption would be something of interest, and their behavior that is common amongst the cloud providers this would be so telling for a lot of things that I would need to do. It is the next level down that is hard to do. How do I put some

context around these data they help me have the ah ah ha moment.

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 want both.== I would like to get the output/summary, yes. But I would also like the ability to read through the whole thing as well.

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

  i. ==A laptop/webapp is best, but anything on a laptop would be good.==

g. ==CONCLUSION: Consistent need for roll-ups and quantitative summaries. Awareness of keyterm/word clouds and this was of interest.==

3. Outcomes and consumption practices for the content

  a. What kinds of discoveries and findings do you anticipate are possible or even relevant?

    i. ==Customer requirements is the most important both today's technology and technology in the future.== Not only technology by how would they consume the technology.

  b. If so what kind do you think are preferable or relevant?

    i. See previous.

  c. How do you typically use customer study materials in your plans?

    i. The most recent exercise was I just manually read through a lot of the summary notes from all of these customer visits.

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

    i. I record the conversation and then I got the intern to transcribe the interview and then I reformat in a way I can tabulate so that I can do a summary with percentages. These are really very manual steps we go through.

  e. ==CONCLUSION: Output is customer requirements and product planning activities.==

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

  a. ==Yes, like market data. When you think about open stack, these are the customers industries, 90% of them think open stack is the way to do. Is there a way to connect this to market analyst information and competitive intelligence as well?==