

Title: Caffeine Customer Insights

**A Mediumroast, Inc. study report enabling attributable market insights.**

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Findings

# Introduction

The mediumroast.io will automatically generate key themes, text summaries, and detect relevant snippets from the interactions associated to a study. It is then up to you to read, digest, and find meaningful points from these interaction data and document them here. In that spirit this paragraph should be rewritten based upon your research into these data.

# Opportunity

Opportunies document the real outcomes from your research into the interactions associated to the study. It is recommended that you write a quick summary related to core things you have found.

* Transparency - Product or service plans that are completely transparent, to all stakeholders and constitutents, are easy to follow and clear in direction. Further inherent transparency enables all involved parties to build community and rally behind your target audience. The mediumroast.io enables the construction of transparent plans.
* Evidence Based - Too often product, engineering and marketing teams believe in their own vision instead of the vision of their users. This misalignment between internal and external visions is evident when plans, for products and services, lack attributable evidence. That is because it is impossible to show where key elements, leading to the vision, originated from. Easily constructing evidence based plans is a key value of the mediumroast.io.
* Community - When different groups have differing opinions on what the future holds for the product or service, the potential for community is dashed. Using both Transparency and Evidence Based plans the mediumroast.io can be the kernel needed to build up a community that is passionate about user and market needs instead of internal opinion.

# Actions

To improve completeness of this study the following actions and next steps are documented with appropriate statuses.

1. Augment your study with relevant information, add interactions and companies, and more generally have fun.|Status: In progress
2. Activate your mediumroast.io organization and create your first study.|Status: Done

Key Theme Summary Tables

# Sub-Study Identifier: 1 — Late 2019 efforts to understand if Aha! has solved the problem.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Identifier | Type | Frequency | Source | Snippet |
| Summary Theme | Summary | N/A | 201912171800-Caffeine Customer Insights-Aha | My challenge is that our CEO who is also the visionary and product owner identified 3 users from anectodal vs. actual customer interviews in developing the product. |
| 1 | Detailed | 308 | 201912171800-Caffeine Customer Insights-Aha | mediumroast.io was unable to find a relevant quote or text snippet for this theme. |
| 2 | Detailed | 60 | 201912171800-Caffeine Customer Insights-Aha | Products \*should\* provide value and solve one or more customer needs. |
| 3 | Detailed | 49 | 201912171800-Caffeine Customer Insights-Aha | My challenge is that our CEO who is also the visionary and product owner identified 3 users from anectodal vs. actual customer interviews in developing the product. |
| 4 | Detailed | 47 | 201912171800-Caffeine Customer Insights-Aha | It's critical for you to have the "voice of your customer" in your head at all times. |
| 5 | Detailed | 41 | 201912171800-Caffeine Customer Insights-Aha | Thanks for your input. |
| 6 | Detailed | 39 | 201912171800-Caffeine Customer Insights-Aha | Typically startups are led by developers/engineers anyway...and (love engineers BTW) their single-mindedness can create blinders. |
| 7 | Detailed | 37 | 201912171800-Caffeine Customer Insights-Aha | If you know what need(s) you are trying to satisfy and problems you are trying to solve that should give you some guidance on what customers to start talking to. |
| 8 | Detailed | 36 | 201912171800-Caffeine Customer Insights-Aha | 2 John Eaton Client Strategist at Macomb-OU Incubator As a long time PM now in a consulting role for start-ups & entrepreneurs I'd say the focus ought to be on end-user/customer discovery and persona development. |
| 9 | Detailed | 35 | 201912171800-Caffeine Customer Insights-Aha | mediumroast.io was unable to find a relevant quote or text snippet for this theme. |
| 10 | Detailed | 30 | 201912171800-Caffeine Customer Insights-Aha | An early stage startup cannot afford to go down long development cycles without knowing if what they're building is viable. |
| 11 | Detailed | 30 | 201912171800-Caffeine Customer Insights-Aha | Products \*should\* provide value and solve one or more customer needs. |
| 12 | Detailed | 30 | 201912171800-Caffeine Customer Insights-Aha | If you know what need(s) you are trying to satisfy and problems you are trying to solve that should give you some guidance on what customers to start talking to. |
| 13 | Detailed | 27 | 201912171800-Caffeine Customer Insights-Aha | 2 John Eaton Client Strategist at Macomb-OU Incubator As a long time PM now in a consulting role for start-ups & entrepreneurs I'd say the focus ought to be on end-user/customer discovery and persona development. |
| 14 | Detailed | 26 | 201912171800-Caffeine Customer Insights-Aha | Focus on the 1-1 relationships and solving just one key problem for your customers. |

# Sub-Study Identifier: 2 — In 2021 evaluate if the problem is still acute and identify target users.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Identifier | Type | Frequency | Source | Snippet |
| Summary Theme | Summary | N/A | 202107091400-Caffeine Customer Insights-VMware | “I really like the 2nd pillar of your value proposition that speaks to providing visibility to all key stakeholders from other groups and bring them together to collaborate” Next Steps Rizwan/Michael to get a pitch deck and email connection to Andrew. |
| 1 | Detailed | 249 | 202107091400-Caffeine Customer Insights-VMware | Attendees Michael Hay Rizwan Muhammad Andrew Nielsen (Marketing at + Startup Consultant) Questions Do you feel that your company is doing well with capturing customer and competitive insights for the purposes of building the right products and services? |
| 2 | Detailed | 181 | 202107091400-Caffeine Customer Insights-VMware | If you do have a process what tooling are you using? |
| 3 | Detailed | 88 | 202107091400-Caffeine Customer Insights-VMware | Believes primary users of this kind of tool would be PM PMO PO Quotes “It feels very much like a cloud native tool or something.” “When I was at a startup with Dina I could easily ask her to try a tool and she’d whip out her credit card to try.” “[We] cannot get the right data to build the right thing and satisfy customer needs.” “Could this tool be used to drive continuous deployment pipelines?” “You can defend the roadmap I really like that quote from the presentation.” “It used to be that for a customer research project you’d dedicate 2 FTEs for a month to get some data. |
| 4 | Detailed | 85 | 202107091400-Caffeine Customer Insights-VMware | Believes primary users of this kind of tool would be PM PMO PO Quotes “It feels very much like a cloud native tool or something.” “When I was at a startup with Dina I could easily ask her to try a tool and she’d whip out her credit card to try.” “[We] cannot get the right data to build the right thing and satisfy customer needs.” “Could this tool be used to drive continuous deployment pipelines?” “You can defend the roadmap I really like that quote from the presentation.” “It used to be that for a customer research project you’d dedicate 2 FTEs for a month to get some data. |
| 5 | Detailed | 68 | 202107091400-Caffeine Customer Insights-VMware | Believes primary users of this kind of tool would be PM PMO PO Quotes “It feels very much like a cloud native tool or something.” “When I was at a startup with Dina I could easily ask her to try a tool and she’d whip out her credit card to try.” “[We] cannot get the right data to build the right thing and satisfy customer needs.” “Could this tool be used to drive continuous deployment pipelines?” “You can defend the roadmap I really like that quote from the presentation.” “It used to be that for a customer research project you’d dedicate 2 FTEs for a month to get some data. |
| 6 | Detailed | 48 | 202107091400-Caffeine Customer Insights-VMware | Believes primary users of this kind of tool would be PM PMO PO Quotes “It feels very much like a cloud native tool or something.” “When I was at a startup with Dina I could easily ask her to try a tool and she’d whip out her credit card to try.” “[We] cannot get the right data to build the right thing and satisfy customer needs.” “Could this tool be used to drive continuous deployment pipelines?” “You can defend the roadmap I really like that quote from the presentation.” “It used to be that for a customer research project you’d dedicate 2 FTEs for a month to get some data. |
| 7 | Detailed | 39 | 202107091400-Caffeine Customer Insights-VMware | Andrew to connect us to Dina |
| 8 | Detailed | 32 | 202107091400-Caffeine Customer Insights-VMware | The company that I work with struggles with capturing customer input. |
| 9 | Detailed | 32 | 202107091400-Caffeine Customer Insights-VMware | Andrew to connect us to Dina |
| 10 | Detailed | 31 | 202107091400-Caffeine Customer Insights-VMware | For everything lives in Jira and Confluence The startup that I work for uses Pivotal Tracker For document management and information sharing they use Confluence Findings Suggests that the user persona is clearly in the Product organization and believes this is best suited for Cloud Native companies rather than Enterprise companies. |
| 11 | Detailed | 23 | 202107091400-Caffeine Customer Insights-VMware | mediumroast.io was unable to find a relevant quote or text snippet for this theme. |
| 12 | Detailed | 22 | 202107091400-Caffeine Customer Insights-VMware | Andrew to connect us to Dina |
| 13 | Detailed | 18 | 202107091400-Caffeine Customer Insights-VMware | Andrew to connect us to Dina |
| 14 | Detailed | 16 | 202107091400-Caffeine Customer Insights-VMware | Believes primary users of this kind of tool would be PM PMO PO Quotes “It feels very much like a cloud native tool or something.” “When I was at a startup with Dina I could easily ask her to try a tool and she’d whip out her credit card to try.” “[We] cannot get the right data to build the right thing and satisfy customer needs.” “Could this tool be used to drive continuous deployment pipelines?” “You can defend the roadmap I really like that quote from the presentation.” “It used to be that for a customer research project you’d dedicate 2 FTEs for a month to get some data. |

# Sub-Study Identifier: default — 2014 work to initially understand the problem.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Identifier | Type | Frequency | Source | Snippet |
| Summary Theme | Summary | N/A | 201402250831-Caffeine Customer Insights-HDS | content/key term by geography time and vertical/sector? |
| 1 | Detailed | 100 | 201402250831-Caffeine Customer Insights-HDS | customer study data/materials? |
| 2 | Detailed | 60 | 201402250831-Caffeine Customer Insights-HDS | visualization? |
| 3 | Detailed | 43 | 201402250831-Caffeine Customer Insights-HDS | Hmm. |
| 4 | Detailed | 42 | 201402250831-Caffeine Customer Insights-HDS | I think that would definitely be helpful. |
| 5 | Detailed | 32 | 201402250831-Caffeine Customer Insights-HDS | I think that’s something that I have to try to improve on in this fiscal year. |
| 6 | Detailed | 30 | 201402250831-Caffeine Customer Insights-HDS | So at a rudimentary level I have the tools. |
| 7 | Detailed | 30 | 201402250831-Caffeine Customer Insights-HDS | Today it is a manual effort of scouring through notes. |
| 8 | Detailed | 29 | 201402250831-Caffeine Customer Insights-HDS | mediumroast.io was unable to find a relevant quote or text snippet for this theme. |
| 9 | Detailed | 24 | 201402250831-Caffeine Customer Insights-HDS | There is a clear lack of awareness here regarding type of collateral and location. |
| 10 | Detailed | 22 | 201402250831-Caffeine Customer Insights-HDS | If so can you describe the data? |
| 11 | Detailed | 20 | 201402250831-Caffeine Customer Insights-HDS | See above. |
| 12 | Detailed | 18 | 201402250831-Caffeine Customer Insights-HDS | mediumroast.io was unable to find a relevant quote or text snippet for this theme. |
| 13 | Detailed | 16 | 201402250831-Caffeine Customer Insights-HDS | PM may need to be a little bit more pushy to tell engineering on the usage of open source. |
| 14 | Detailed | 16 | 201402250831-Caffeine Customer Insights-HDS | Because if it is flat files I have to interrogate them manually. |

Key Themes by Sub-Study

These are the themes for every sub-study that you elected to include in the report. The format for each theme section covering summary and detailed/discrete themes includes the theme identifier and description/definition, a fun theme fortune, the themes tags, and a listing of quotes. Note these data are pulled from the system, and if you'd like to modify them you would need to modify them in the system prior to generating this report. Additionally, if you make changes to this report they aren't reflected in the system.

# Sub-Study Identifier: 1 — Late 2019 efforts to understand if Aha! has solved the problem.

## Summary Theme

This is the summary theme for the entire sub-study. Using natural language processing mediumroast.io has detected the associated tags and quotes matched to the tags. It is a generalization of the sub-study and accompanies the discrete detailed themes.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** A product manager interviews a customer for knowledge and ideas about the new product or service from a senior product manager in the business of marketing. [system generated]

**Tags:** *business case | customer interviews | domain expertise | domain knowledge | great product | manager product | new product | product ideas | product management | product managers | product marketing | product owner | senior product | user research*

### Theme Quotes

* My challenge is that our CEO who is also the visionary and product owner identified 3 users from anectodal vs. actual customer interviews in developing the product.Ruby Menon What should a product manager focus on in an early stage startup?This is a great article with sound advice.Bruce Fryer Lean Product Management with a flair for Innovation Having lived through five startups and mentoring sixteen companies for an accelerator I have found that using leanstack.com tends to get you on the right track (I killed two startup ideas using it myself).
* What is a set of deliverables that a new Product Manager should work on in the first month at a startup?-Andrew Bryan McCarty Product Management and In my last product role I was in this same spot.Does anyone have any advice or know of any good resources that would help me define a product management process for our organization?Naturally the move to forced new workflows.
* Confluence for creating notes customer interviews product ideas etc.What is the best user story template for product managers?Capture ideas in a centralized place Collect and manage ideas through a branded idea portal — great for customer feedback or internal sales teams to submit what they want to see in your product.Bryan McCarty Product Management and about a year ago Hey Chris — Here are some follow-up thoughts regarding introducing a new product management tool.
* My training in product management is going to an end and recently I have been interviewing for a junior product manager position.Chris Carruth CPO Product Development Product Manager Program Manager FP&A – Tech | Video | CPG | Apps | Media about a year ago What is a customer?Some common ways to do this are by observing the user as they use the current product doing customer interviews reviewing product data looking for insights user testing your existing product or competitor products doing a Concierge MVP and looking at work-arounds existing customers are using to achieve the desired outcome (i.e.What is a set of deliverables that a new Product Manager should work on in the first month at a startup?
* Do you have a business case template to capture the feature + ROI?How "technical" should a Product Manager be?Chris Carruth CPO Product Development Product Manager Program Manager FP&A – Tech | Video | CPG | Apps | Media about a year ago Although not probably normal per se we created user panels to review competing products only.Chris Kiklas Director Product Management at Kronos Incorporated about a year ago Hey there!
* Olga Startup-er 1) Stories: both in /Confluence and in G-docs 2) Roadmap: Roadmap Planner (a tool on strategy planning) and TeamGantt (for PM purposes) 3) Priorities: G-docs; Notes/ideas: Roadmap Planner (backlogs section) 4) Cold emails Skype/Hangout calls conferences exhibitions 5) Hubspot (not too happy with it but Bitrix/Pipedrive/others are not much better) G-Analytics YesWare Alexander Rossbach Product Manager at Liftopia Stories and bug tracking: YouTrack Roadmap: Slides Priorities: Doc Customer Feedback: ZenDesk as well as emails phone calls and user interviews.Dorottya Kiss Stories: Spreadsheet but many use JIRA : Roadmunk ProdPad Priorities: is perfectly fine for that Customer Feedbacks: Survicate is great We've recently compiled them in a post: https://uxstudioteam.com/ux-blog/product-management-tools/ Bryan McCarty Product Management and I won't report everything that everyone already listed but I will add Analytics!I used it heavily when I was a product manager.What tools do you use for product management?
* I've written about interviewing in my free ebook "Customer Interviews: A Field Guide" at http://under10playbook.com/ebooks/customer-interviews 2 Kartik Dadwal Building something amazing!What tools do you use for product management?Frustrations like yours are the source of most product ideas.Bryan McCarty Product Management and To @Steve's point I believe surveys should be a supplement to other research methods.
* 5 Ron Yang Senior Director of PM/UX -- the world's #1 product roadmap and marketing planning software Product improvements keep your team energized and your customers happy.You Might Also What is your favorite quote about product management?Update your competitive analysis conduct a fresh round of customer interviews read the latest industry reports and trends.How do you gather customer feedback and then prioritize it in your product backlog?
* I like teams of three: a strategic product manager a technical product manager or product owner and a product marketing manager.Domain Expertise?Paul Meadowcroft I look for three things when hiring a product manager: Product management experience Market domain knowledge Technical domain knowledge I do not expect to find someone with all three however the easiest area to train them in is technical domain knowledge because we have a lot of people in the business who understand our technology.Product management is a difficult profession and I always favor product management skill set over domain expertise.
* For more on interviewing see my free ebook "Customer Interviews: A Field Guide" at http://under10playbook.com/ebooks/customer-interviews How "technical" should a Product Manager be?For smaller organizations the product manager or product owner does both (and much more).For a product manager research serves to validate the assumptions in a business case such as each of the topic areas in Ash Maurya's canvas.The product manager needs first hand knowledge of the personas and their problems.
* As for the mechanics I've written about how to do customer interviews in my free ebook "Customer Interviews: A Field Guide" at http://under10playbook.com/ebooks/customer-interviews 4 Rishabh Saxena Thanks for sharing those points Steve.Kent McDonald Product Manager and Writer I'm in the midst of improving my attempts at user research and collected user feedback.Grant Novey Customer ally with a focus on product stategy and UX A mistake that I see often is that product managers ask leading questions.What were the top product management or UX articles of 2017?
* As for the mechanics I've written about how to do customer interviews in my free ebook "Customer Interviews: A Field Guide" at http://under10playbook.com/ebooks/customer-interviews 4 Rishabh Saxena Thanks for sharing those points Steve.Kent McDonald Product Manager and Writer I'm in the midst of improving my attempts at user research and collected user feedback.Grant Novey Customer ally with a focus on product stategy and UX A mistake that I see often is that product managers ask leading questions.What were the top product management or UX articles of 2017?
* How "technical" should a Product Manager be?What are your best practices for user interviews?Do you have a business case template to capture the feature + ROI?When do you use quantitative vs. qualitative research?
* Product Manager vs.What is the difference between a Business Analyst vs. a Product Manager?When taking on a new product a great deal of the first days are discovery.If not you might need to consider a new product approach Where does product management belong?
* My training in product management is going to an end and recently I have been interviewing for a junior product manager position.Chris Carruth CPO Product Development Product Manager Program Manager FP&A – Tech | Video | CPG | Apps | Media about a year ago What is a customer?Some common ways to do this are by observing the user as they use the current product doing customer interviews reviewing product data looking for insights user testing your existing product or competitor products doing a Concierge MVP and looking at work-arounds existing customers are using to achieve the desired outcome (i.e.What is a set of deliverables that a new Product Manager should work on in the first month at a startup?
* Between the Product Owner and myself (Product Manager) there are a number of activities including: User research (Exploration and quantification) Market analysis Internal subject matter expert engagement Internal stakeholder engagement We're running this phase as waterfall.Before interviews I also did a super quick market research just to check if the market is big enough to look at and a kind of internal experts interviews.What is a set of deliverables that a new Product Manager should work on in the first month at a startup?:-) Julia Voynova Product manager Hi Marie!
* 5 Shravan Kumar Cofounder at PotApp Although your users sales/marketing/consumer success teams are good sources for new product ideas as a Product Manager one good source for new product ideas is yourself.For more on the roles of product management see "Expertise in Product Management" at https://under10playbook.com/ebooks/expertise-in-product-management 1 Wael Salman Co-Founder & VP Products at Switri - Entrepreneuru you are explaining and talking about the fields that can combine the process after finding an idea.What is the difference between a Business Analyst vs. a Product Manager?Product Manager vs.
* How "technical" should a Product Manager be?What are your best practices for user interviews?Do you have a business case template to capture the feature + ROI?Perhaps the best technique is to begin marketing the product as if it's already available.
* How "technical" should a Product Manager be?What are your best practices for user interviews?Perhaps the best technique is to begin marketing the product as if it's already available.Steve Johnson Helping teams apply the best practices of product management.
* For more on interviewing see "Customer Interviews: A Field Guide" at http://under10playbook.com/ebooks/customer- interviews How "technical" should a Product Manager be?4 Ron Yang Senior Director of PM/UX -- the world's #1 product roadmap and marketing planning software As product managers we use research to inform decisions and direction of the product.Every product manager and product owner should interview and observe customers.Do you have a business case template to capture the feature + ROI?
* For more on interviewing see my free ebook Customer Interviews: A Field Guide at https://www.under10playbook.com/ebooks/customer-interviews 3 Natalie Hirsch This is great thank you Steve!What are your best practices for user interviews?Do you have a business case template to capture the feature + ROI?Win/Loss analysis is a powerful research technique that should be used by product managers to get insight on product and used by product marketing to get insight on promotion.
* Julia Voynova Product manager Hi!How "technical" should a Product Manager be?What are your best practices for user interviews?Александр Присмотров How do you simplify the process of customer interviews?

## Detailed Themes

Here are the discrete themes for the sub-study. Since we need enough unique tags to check the individual interactions in the sub-study for relevant text snippets and quotes you may find discrete themes without quotes. We do not strike them from the report because we believe it is important to see what the mediumroast.io detected for transparency purposes.

### Detailed Theme Identifier: 1

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Managers with great product knowledge and skills. [system generated]

**Tags:** *expertise | great | product management | product managers | skills*

#### Theme Quotes by Interaction

##### 201912171800-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912212100-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912161800-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912211900-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912151800-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912201900-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912172000-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912202000-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912201800-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912162000-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912211800-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912161900-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912151900-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912191800-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912182000-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912192000-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912181900-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912191900-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912212000-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912171900-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912181800-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912152000-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

### Detailed Theme Identifier: 2

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Justin williams has some great ideas for mischief. [system generated]

**Tags:** *ideas | justin williams mischief | williams mischief mayhem*

#### Theme Quotes by Interaction

##### 201912171800-Caffeine Customer Insights-Aha

* Products \*should\* provide value and solve one or more customer needs.
* Do you share your product roadmap publicly with customers?
* Focus on the 1-1 relationships and solving just one key problem for your customers.
* Bruce Fryer Lean Product Management with a flair for Innovation Having lived through five startups and mentoring sixteen companies for an accelerator I have found that using leanstack.com tends to get you on the right track (I killed two startup ideas using it myself).

**Frequency:** *49*

##### 201912212100-Caffeine Customer Insights-Aha

* The first thing we did was get our products and the various backlog spreadsheets/ideas/features into And yes I now work at but this was long before I joined the team.
* -Andrew Bryan McCarty Product Management and In my last product role I was in this same spot.
* It always gave me good process-related ideas that I could implement.
* These new processes helped us focus on work that mattered and that drove the strategy forward.

**Frequency:** *49*

##### 201912161800-Caffeine Customer Insights-Aha

* Confluence for creating notes customer interviews product ideas etc.
* No matter what type of product team you work with is a tool for driving product strategy creating and sharing visual roadmap and detailing features and user stories.
* Capture ideas in a centralized place Collect and manage ideas through a branded idea portal — great for customer feedback or internal sales teams to submit what they want to see in your product.
* If you want to create a report showing "all requirements with a status of in development "you easily can.

**Frequency:** *49*

##### 201912211900-Caffeine Customer Insights-Aha

* Create an expansion product to serve a new subset of customers?
* Generate ideas.
* Some common ways to do this are by observing the user as they use the current product doing customer interviews reviewing product data looking for insights user testing your existing product or competitor products doing a Concierge MVP and looking at work-arounds existing customers are using to achieve the desired outcome (i.e.
* Validate chosen ideas as solutions.

**Frequency:** *49*

##### 201912151800-Caffeine Customer Insights-Aha

* Or maybe you just have some ideas how can I handle them.
* Chris Carruth CPO Product Development Product Manager Program Manager FP&A – Tech | Video | CPG | Apps | Media about a year ago Although not probably normal per se we created user panels to review competing products only.
* How "technical" should a Product Manager be?
* We also used the top 3 "good" features to construct a positioning map to see if we were sufficiently differentiated to create "space" around the brand.

**Frequency:** *49*

##### 201912201900-Caffeine Customer Insights-Aha

* And I still use it for my current product marketing work which I obviously do in for .
* Olga Startup-er 1) Stories: both in /Confluence and in G-docs 2) Roadmap: Roadmap Planner (a tool on strategy planning) and TeamGantt (for PM purposes) 3) Priorities: G-docs; Notes/ideas: Roadmap Planner (backlogs section) 4) Cold emails Skype/Hangout calls conferences exhibitions 5) Hubspot (not too happy with it but Bitrix/Pipedrive/others are not much better) G-Analytics YesWare Alexander Rossbach Product Manager at Liftopia Stories and bug tracking: YouTrack Roadmap: Slides Priorities: Doc Customer Feedback: ZenDesk as well as emails phone calls and user interviews.
* You can see the blog post here: https://blog.aha.io/enhanced-aha-for-marketing-integration-with-google-analytics So for the product marketing folks viewing this thread....If you are already using for and looking for a better way to connect your GA data with your actual work activities this should help!
* And last week we added an enhancement to help marketing teams focus on the metrics that matter most.

**Frequency:** *49*

##### 201912172000-Caffeine Customer Insights-Aha

* VP of Products @ Pragmatic .
* Frustrations like yours are the source of most product ideas.
* What tools do you use for product management?
* As a product guy I have always valued user feedback.

**Frequency:** *49*

##### 201912202000-Caffeine Customer Insights-Aha

* 5 Ron Yang Senior Director of PM/UX -- the world's #1 product roadmap and marketing planning software Product improvements keep your team energized and your customers happy.
* Donna Mitchell Where do your best feature ideas for your product come from?
* Visual aids are important for the structured process as they help to create a storymap or a mindmap which then enables in-depth development of the idea.
* Jairus Streight Product & Developement @ The Number Creative Internal necessity !

**Frequency:** *49*

##### 201912201800-Caffeine Customer Insights-Aha

* Tell me about how you create your product roadmaps and define your strategy.
* I've regularly worked hand-in-hand with customers product management product marketing and engineering representing go-to-market on enhancing positioning and introducing products.
* I like teams of three: a strategic product manager a technical product manager or product owner and a product marketing manager.
* As the product lead it's is their job to communicate vision and strategy.

**Frequency:** *49*

##### 201912162000-Caffeine Customer Insights-Aha

* It's fairly common to see product marketing managers developing buyer personas and the buyer journey map while U/X designers create user personas and story mapping.
* Ridhi Gupta Product Manager at Flipkart The Product Manager.
* For smaller organizations the product manager or product owner does both (and much more).
* Product School: Which course is better and why?

**Frequency:** *49*

##### 201912211800-Caffeine Customer Insights-Aha

* VP of Products @ Pragmatic .
* Most product managers will use a combination of observation interviews and surveys to get the relevant information for defining products personas and stories.
* Roger L. Cauvin Director of Products Observe or interview prospective customers and users to understand the "jobs" they do on a regular basis what the desired outcomes are and what challenges they face along the way.
* The second biggest mistake you can make is not talking to your customers."

**Frequency:** *49*

##### 201912161900-Caffeine Customer Insights-Aha

* VP of Products @ Pragmatic .
* Most product managers will use a combination of observation interviews and surveys to get the relevant information for defining products personas and stories.
* Roger L. Cauvin Director of Products Observe or interview prospective customers and users to understand the "jobs" they do on a regular basis what the desired outcomes are and what challenges they face along the way.
* The second biggest mistake you can make is not talking to your customers."

**Frequency:** *49*

##### 201912151900-Caffeine Customer Insights-Aha

* Additionally the stickiness to your product will increase even if the product has some issues to be resolved.
* How "technical" should a Product Manager be?
* Product School: Which course is better and why?
* You can broadly categorize customers into -B2C customer using apps/mobile LESS PATIENCE for lengthy interview Good to ask them 1 or 2 (max) questions where answers are preferably multiple choice -B2C customer using tangible products - MEDIUM PATIENCE for lengthy interview Good to ask them a max of 5 questions with multiple choice Additonally may be OK to add a question with free form response -B2B customer using apps/tanglible - GLAD to provide feedback (pain and improvement suggestions) In most cases you would already have a working relationship with the customer their team etc.

**Frequency:** *49*

##### 201912191800-Caffeine Customer Insights-Aha

* Now interview a dozen customers or potential customers.
* Drive early customers.
* VP of Products @ Pragmatic .
* VP of Products @ Pragmatic .

**Frequency:** *49*

##### 201912182000-Caffeine Customer Insights-Aha

* Create an expansion product to serve a new subset of customers?
* Generate ideas.
* Some common ways to do this are by observing the user as they use the current product doing customer interviews reviewing product data looking for insights user testing your existing product or competitor products doing a Concierge MVP and looking at work-arounds existing customers are using to achieve the desired outcome (i.e.
* Validate chosen ideas as solutions.

**Frequency:** *49*

##### 201912192000-Caffeine Customer Insights-Aha

* (It was originally a military strategy).
* Question: Should the (pre-product) discovery phase be run as an agile process Background: I oversee two products here at Cengage.
* Product 2: We are in pre-product 'Discovery' phase.
* The two products don't overlap (yet) and the ceremonies are quite time consuming.

**Frequency:** *49*

##### 201912181900-Caffeine Customer Insights-Aha

* 5 Shravan Kumar Cofounder at PotApp Although your users sales/marketing/consumer success teams are good sources for new product ideas as a Product Manager one good source for new product ideas is yourself.
* Also it's important to align any new product idea with your product strategy.
* Joost Pisters Best way in my opinion to get product ideas for an existing business is to: Work for a couple of weeks with the product your company produces as a customer Go "undercover" and work for several weeks for the people who support your customers (support department complaints etc) Work/try competitors products Then combine what you learned with your own ideas and create a roadmap based on that.
* (BTW sales people have the worst ideas for products.

**Frequency:** *49*

##### 201912191900-Caffeine Customer Insights-Aha

* Perhaps the best technique is to begin marketing the product as if it's already available.
* Another technique is to create a video explaining the potential solution to the problem using a prototype.
* Set up a web page for the product idea and ask people to sign up to informed when the product becomes available.
* For many services products you can test the concept with a manual system.

**Frequency:** *49*

##### 201912212000-Caffeine Customer Insights-Aha

* Perhaps the best technique is to begin marketing the product as if it's already available.
* Another technique is to create a video explaining the potential solution to the problem using a prototype.
* Set up a web page for the product idea and ask people to sign up to informed when the product becomes available.
* For many services products you can test the concept with a manual system.

**Frequency:** *49*

##### 201912171900-Caffeine Customer Insights-Aha

* Every product manager and product owner should interview and observe customers.
* 4 Ron Yang Senior Director of PM/UX -- the world's #1 product roadmap and marketing planning software As product managers we use research to inform decisions and direction of the product.
* Hearing the way users or customers describe their problem in their own words can result in insights that data alone masks.
* What are your favorite books on product management?

**Frequency:** *49*

##### 201912181800-Caffeine Customer Insights-Aha

* Questions for product marketing: How did you find out about the product?
* What should I know about you and your approach to buying products?
* I agree that you need to learn about selling as well as product company and marketing issues.
* Win/Loss analysis is a powerful research technique that should be used by product managers to get insight on product and used by product marketing to get insight on promotion.

**Frequency:** *49*

##### 201912152000-Caffeine Customer Insights-Aha

* Julia Voynova Product manager Hi!
* How "technical" should a Product Manager be?
* Product School: Which course is better and why?
* Would love to know more about how you solve these problems!

**Frequency:** *49*

### Detailed Theme Identifier: 3

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** How to create a strategy for marketing your products. [system generated]

**Tags:** *create | customers | marketing | product ideas | products | strategy*

#### Theme Quotes by Interaction

##### 201912171800-Caffeine Customer Insights-Aha

* My challenge is that our CEO who is also the visionary and product owner identified 3 users from anectodal vs. actual customer interviews in developing the product.
* I did write user personas for 3 types of users we think would be interested in the product.
* So the product has been launched and now we have to discover who are real users will be.
* Once we get a better feel of our customer base I will revisit personas.

**Frequency:** *47*

##### 201912212100-Caffeine Customer Insights-Aha

* -Andrew Bryan McCarty Product Management and In my last product role I was in this same spot.
* What is a set of deliverables that a new Product Manager should work on in the first month at a startup?
* They interview product leaders from all sorts of companies so there's a variety of perspectives..
* Does anyone have any advice or know of any good resources that would help me define a product management process for our organization?

**Frequency:** *47*

##### 201912161800-Caffeine Customer Insights-Aha

* Confluence for creating notes customer interviews product ideas etc.
* And finally — the good news — you can sign up for a free 30-day trial of Check it out and see what you think.
* Capture ideas in a centralized place Collect and manage ideas through a branded idea portal — great for customer feedback or internal sales teams to submit what they want to see in your product.
* Build and share visual roadmaps Publish nearly any screen in and share Notebooks with anyone (including non- users) via a PDF or secure web page.

**Frequency:** *47*

##### 201912211900-Caffeine Customer Insights-Aha

* Some common ways to do this are by observing the user as they use the current product doing customer interviews reviewing product data looking for insights user testing your existing product or competitor products doing a Concierge MVP and looking at work-arounds existing customers are using to achieve the desired outcome (i.e.
* Customer Misbehavior).
* Chris Carruth CPO Product Development Product Manager Program Manager FP&A – Tech | Video | CPG | Apps | Media about a year ago What is a customer?
* My training in product management is going to an end and recently I have been interviewing for a junior product manager position.

**Frequency:** *47*

##### 201912151800-Caffeine Customer Insights-Aha

* Александр Присмотров about a year ago How should I optimize analyzing customer interviews?
* We periodically conduct customer interviews (via phone / Skype / Viber etc).
* How "technical" should a Product Manager be?
* Product School: Which course is better and why?

**Frequency:** *47*

##### 201912201900-Caffeine Customer Insights-Aha

* Are you using any other tools in your day-to-day?
* What are the most common tools that product managers use on a day-to-day basis?
* What are your sources of customer feedback?
* Hey tool users what’s your product management tool stack look like?

**Frequency:** *47*

##### 201912172000-Caffeine Customer Insights-Aha

* What are the most common tools that product managers use on a day-to-day basis?
* I've written about interviewing in my free ebook "Customer Interviews: A Field Guide" at http://under10playbook.com/ebooks/customer-interviews 2 Kartik Dadwal Building something amazing!
* I'm a huge believer in interviews and observation.
* What is the best walk-through software to onboard new users?

**Frequency:** *47*

##### 201912202000-Caffeine Customer Insights-Aha

* Dig into customer success reports analyze where your users are spending their time (and where they're not) and figure out what makes your super-users unique.
* Update your competitive analysis conduct a fresh round of customer interviews read the latest industry reports and trends.
* How do you gather customer feedback and then prioritize it in your product backlog?
* In other words – seeing it through and crafting an actual form from the idea.

**Frequency:** *47*

##### 201912201800-Caffeine Customer Insights-Aha

* A small customer?
* How would a large customer view the product?
* How do you measure customer experience?
* End of the day I certainly understand the urgency to be able to get fast results.

**Frequency:** *47*

##### 201912162000-Caffeine Customer Insights-Aha

* For more on interviewing see my free ebook "Customer Interviews: A Field Guide" at http://under10playbook.com/ebooks/customer-interviews How "technical" should a Product Manager be?
* User research - identifying user types personas conducting interviews usability tests etc... Who owns it?
* It's fairly common to see product marketing managers developing buyer personas and the buyer journey map while U/X designers create user personas and story mapping.
* The product manager needs first hand knowledge of the personas and their problems.

**Frequency:** *47*

##### 201912211800-Caffeine Customer Insights-Aha

* To give some context we're in the B2B SaaS space and more often than not the person of contact who signs off on subscribing to the product is not the actual user interacting day in day out with the product.
* The other thing that is challenging as you mention is getting to the right people / the actual product users themselves in a B2B environment.
* As for the mechanics I've written about how to do customer interviews in my free ebook "Customer Interviews: A Field Guide" at http://under10playbook.com/ebooks/customer-interviews 4 Rishabh Saxena Thanks for sharing those points Steve.
* Most product managers will use a combination of observation interviews and surveys to get the relevant information for defining products personas and stories.

**Frequency:** *47*

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**Frequency:** *47*

##### 201912151900-Caffeine Customer Insights-Aha

* (This is for a B2B customer and enterprise class software.
* Please share your experience on how you prepare for customer interviews?
* Александр Присмотров about a year ago How do you prepare for customer interviews?
* What are your best practices for user interviews?

**Frequency:** *47*

##### 201912191800-Caffeine Customer Insights-Aha

* You assume that there are artifacts like "Business Case" "Personas" et.
* How do you resist the "important customer + big opportunity" trap?
* presumably your approach is aligned to your customer success and market leadership.
* Think before you act if you have time.—A military maxim Start by reading everything you can—business case personas product stories positioning—and start documenting what you learn.

**Frequency:** *47*

##### 201912182000-Caffeine Customer Insights-Aha

* Some common ways to do this are by observing the user as they use the current product doing customer interviews reviewing product data looking for insights user testing your existing product or competitor products doing a Concierge MVP and looking at work-arounds existing customers are using to achieve the desired outcome (i.e.
* Customer Misbehavior).
* Chris Carruth CPO Product Development Product Manager Program Manager FP&A – Tech | Video | CPG | Apps | Media about a year ago What is a customer?
* My training in product management is going to an end and recently I have been interviewing for a junior product manager position.

**Frequency:** *47*

##### 201912192000-Caffeine Customer Insights-Aha

* Before interviews I also did a super quick market research just to check if the market is big enough to look at and a kind of internal experts interviews.
* Product 2: We are in pre-product 'Discovery' phase.
* Basically we had weekly sprints and in the beginning of the week I set a hypothesis or 2 of them to test together with validation criteria did customer development interviews and came up with conclusion if the hypothesis is valid by the end of the week.
* 4 Kevin Product Manager at Product HQ I think Discovery is tough to run as an agile process because during this time you really want to reach out to a number of users team members stakeholders to nail the workflow and use case that you are trying to implement.

**Frequency:** *47*

##### 201912181900-Caffeine Customer Insights-Aha

* Product ideas should come from understanding your customer's needs.
* Every time you use the product take up a different persona of one of your users and try to use the product.
* In a nutshell good product idea come from: Understanding and solving real customer problems Alignment with your product strategy 9 andrea saez Head of Customer Success at ProdPad The correct answer to this should be: everywhere.
* I was working with a low budget aviation client as program manager we actually did a ideation calling different users that uses their flights regularly that what they would like to see more... 2 Roei Soudai I think the best way is to actually live a day or two with your customers meaning not only to solve their issues since they can have processes that they use to have and maybe these processes can be improved by your Product.

**Frequency:** *47*

##### 201912191900-Caffeine Customer Insights-Aha

* But if you're not quite there yet because you're still defining the problem there's no replacement for live customer interviews!
* What are your best practices for user interviews?
* Set up a web page for the product idea and ask people to sign up to informed when the product becomes available.
* how many users are visiting your landing page and even better - conversions how many are clicking the call to action Surveys should generally be avoided as a product discovery or in this case a "demand validation" technique.

**Frequency:** *47*

##### 201912212000-Caffeine Customer Insights-Aha

* But if you're not quite there yet because you're still defining the problem there's no replacement for live customer interviews!
* What are your best practices for user interviews?
* Set up a web page for the product idea and ask people to sign up to informed when the product becomes available.
* how many users are visiting your landing page and even better - conversions how many are clicking the call to action Surveys should generally be avoided as a product discovery or in this case a "demand validation" technique.

**Frequency:** *47*

##### 201912171900-Caffeine Customer Insights-Aha

* For more on interviewing see "Customer Interviews: A Field Guide" at http://under10playbook.com/ebooks/customer- interviews How "technical" should a Product Manager be?
* But post MVP I rely on quantitative research to validate the uptake/ response/feedback from actual users before I invest any more time or resources.
* There simply is no substitute for first-hand customer experience.
* What are your best practices for user interviews?

**Frequency:** *47*

##### 201912181800-Caffeine Customer Insights-Aha

* For more on interviewing see my free ebook Customer Interviews: A Field Guide at https://www.under10playbook.com/ebooks/customer-interviews 3 Natalie Hirsch This is great thank you Steve!
* What are your best practices for user interviews?
* Questions for product marketing: How did you find out about the product?
* Once a customer said "I want to change my answer to that first question again" and proceeded to tell me an amazingly insightful story.

**Frequency:** *47*

##### 201912152000-Caffeine Customer Insights-Aha

* Александр Присмотров How do you simplify the process of customer interviews?
* Julia Voynova Product manager Hi!
* What are your best practices for user interviews?
* How "technical" should a Product Manager be?

**Frequency:** *47*

### Detailed Theme Identifier: 4

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** B2b interviews with real customers on the first day of release. [system generated]

**Tags:** *actual | b2b | customer | day | interviews | personas | product | users*

#### Theme Quotes by Interaction

##### 201912171800-Caffeine Customer Insights-Aha

* It's critical for you to have the "voice of your customer" in your head at all times.
* I've found counseling start-ups (especially tech companies) that with developers at the lead their efforts are often so product-heavy that end-user value is not as clear as it could be.
* Bruce Fryer Lean Product Management with a flair for Innovation Having lived through five startups and mentoring sixteen companies for an accelerator I have found that using leanstack.com tends to get you on the right track (I killed two startup ideas using it myself).
* Not to say that they have no value rather it's that to have personas that accurately portray the motivations and values of customer segments requires far more data than most startups or agencies expect or sometimes even have access to.

**Frequency:** *41*

##### 201912212100-Caffeine Customer Insights-Aha

* It was painful but in the long run it was good.
* The first thing we did was get our products and the various backlog spreadsheets/ideas/features into And yes I now work at but this was long before I joined the team.
* I'll try and do it once we get something figured out.
* It always gave me good process-related ideas that I could implement.

**Frequency:** *41*

##### 201912161800-Caffeine Customer Insights-Aha

* It was really helpful.
* It's the why when and what of roadmapping.
* it's very easy to link to Confluence for context.
* With the score it becomes clear what the team should work on next.

**Frequency:** *41*

##### 201912211900-Caffeine Customer Insights-Aha

* Further reading can be found here and here.
* Specifically we are looking for - would they choose to use it (value) can they use it (usability) and can we actually build it (feasibility).
* Choose .
* Is it the end user/consumer?

**Frequency:** *41*

##### 201912151800-Caffeine Customer Insights-Aha

* How do you solve it?
* How much time does it usually take?
* Actually it is about much wider situations set.
* If you take record what do you use to process it afterwards?

**Frequency:** *41*

##### 201912201900-Caffeine Customer Insights-Aha

* I used it heavily when I was a product manager.
* And I still use it for my current product marketing work which I obviously do in for .
* Well we heard loud and clear that product teams wanted to use it as well.
* Product teams can now track user engagement data from Analytics directly in See it in action here: https://blog.aha.io/understand-your-users-with-the-aha-google-analytics-integration

**Frequency:** *41*

##### 201912172000-Caffeine Customer Insights-Aha

* I will definitely share it with you once I release it in next few weeks.
* It is in private beta right now.
* If you come up with a new method or a tweak to your current survey uses I would love to hear about it.
* But when it comes to getting user feedback I feel that the existing survey tools don't even do a decent enough job of getting me quality feedback or user research.

**Frequency:** *41*

##### 201912202000-Caffeine Customer Insights-Aha

* You have to know where to look for it.
* How do you gather customer feedback and then prioritize it in your product backlog?
* In other words – seeing it through and crafting an actual form from the idea.
* Find the hidden treasure (IN DATA) You have a lot of data at your fingertips and it likely hides a hidden treasure just waiting to be found.

**Frequency:** *41*

##### 201912201800-Caffeine Customer Insights-Aha

* Iterate on it until they get it right.
* It's to be expected.
* It's such a nebulous concept that it's understood through example and practice not definition.
* From their daily interactions product managers pick up a deep understanding of product and technical capabilities; they achieve this by playing with the product by discussing it with customers and developers by reading and reading and reading.

**Frequency:** *41*

##### 201912162000-Caffeine Customer Insights-Aha

* Who's responsibility is it?
* IMO the use of term 'user research' makes it sound like an 'analyst' job.
* User research - identifying user types personas conducting interviews usability tests etc... Who owns it?
* Omer Gartzman Who owns user research in your company and how well does it work?

**Frequency:** *41*

##### 201912211800-Caffeine Customer Insights-Aha

* Respond to it.
* Tag it.
* Re-tag it.
* Have you seen organizations mess it up or confuse it with market research?

**Frequency:** *41*

##### 201912161900-Caffeine Customer Insights-Aha

* Respond to it.
* Tag it.
* Re-tag it.
* Have you seen organizations mess it up or confuse it with market research?

**Frequency:** *41*

##### 201912151900-Caffeine Customer Insights-Aha

* How "technical" should a Product Manager be?
* Do you have a business case template to capture the feature + ROI?
* Hi colleagues.
* Please share your experience on how you prepare for customer interviews?

**Frequency:** *41*

##### 201912191800-Caffeine Customer Insights-Aha

* Don't be confrontational you own it.
* Demo your product if they haven't seen it.
* Roll up your sleeves and figure it out.
* Already in the role and it gets dumped on you?

**Frequency:** *41*

##### 201912182000-Caffeine Customer Insights-Aha

* Further reading can be found here and here.
* Specifically we are looking for - would they choose to use it (value) can they use it (usability) and can we actually build it (feasibility).
* Choose .
* Is it the end user/consumer?

**Frequency:** *41*

##### 201912192000-Caffeine Customer Insights-Aha

* (It was originally a military strategy).
* I was working for startup at the discovery stage and I used HADI cycles framework it's not exactly agile methodology but it has agile spirit.
* It doen't mean that if some of the numers are not exacly like this you have to eliminate the hypothesis but maybe you should slightly change it.
* The above process takes inspiration from agile in terms of applying it to a discovery process however it's not going to do the entire discovery process for you.

**Frequency:** *41*

##### 201912181900-Caffeine Customer Insights-Aha

* “It isn’t normal to know what we want.
* Here are some of the ways it’s been traditionally done.
* But it is better to put some structure around it and I have some ideas to share.
* In this case even though the pain is real and you could address it the misalignment with strategy makes it a poor product idea.

**Frequency:** *41*

##### 201912191900-Caffeine Customer Insights-Aha

* Yes.
* Yes.
* Of course we need to validate it particularly whether it's viable to take on the whole problem rather than pieces of it.
* Here are some ways to get customer feedback fast and some ways to think about all that feedback once you have it.

**Frequency:** *41*

##### 201912212000-Caffeine Customer Insights-Aha

* Yes.
* Yes.
* Of course we need to validate it particularly whether it's viable to take on the whole problem rather than pieces of it.
* Here are some ways to get customer feedback fast and some ways to think about all that feedback once you have it.

**Frequency:** *41*

##### 201912171900-Caffeine Customer Insights-Aha

* with multiple choices like "It didn't it was overly simplistic."
* And no excuse for not doing it.
* No I weight the qualitative by quantifying it.
* Quantitative is "easier" because it's something that has hard data with 1's and 2's.

**Frequency:** *41*

##### 201912181800-Caffeine Customer Insights-Aha

* What one thing could we do to the product to make it more attractive for future buyers?
* Nowadays I prefer using a third-party simply because of the politics of it all.
* You recently looked at< product> and I'd like to get your advice on how we could improve it."
* What did you choose and why?

**Frequency:** *41*

##### 201912152000-Caffeine Customer Insights-Aha

* To me the best practice is to have a partner taking notes while you are doing the interview but as you mentioned it's difficult to get such kind of person.
* If it's in person then I have to take notes right after the interview because doing this during the process really spoils communication and make the other person/people uncomfortable.
* If the interview is over the phone and the client/customer is talkative enough it's possible to take notes of at least of the most important things during the interview.
* Still sometimes I have problems of not taking down smth important and then forgetting it or beign unable to understand my notes or slowing down the communication because I'm making notes at the same time.

**Frequency:** *41*

### Detailed Theme Identifier: 5

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**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Yes yes yes it can be retagged here for reading. [system generated]

**Tags:** *choose | it respond it | it retag it | know | reading found here | yes yes yes*

#### Theme Quotes by Interaction

##### 201912171800-Caffeine Customer Insights-Aha

* Thanks for your input.
* Thanks for reminding me of his work.
* 2 Ruby Menon Product Mgr & Co-Designer - LifeStiles® Profile | Recruiter Thanks John.
* 3 Ruby Menon Product Mgr & Co-Designer - LifeStiles® Profile | Recruiter Thanks Todd.

**Frequency:** *39*

##### 201912212100-Caffeine Customer Insights-Aha

* Thanks in advance!
* Thanks a bunch Bryan for getting back.
* Is it possible to use Scrum without a Scrum Master?
* I am NOT asking about any of the following topics (which are already covered in great detail): agile prioritization etc.

**Frequency:** *39*

##### 201912161800-Caffeine Customer Insights-Aha

* 3 Chris Guyette about a year ago Thanks you so much Bryan!!!
* Chris Guyette about a year ago Hi Barry thank you for your answer.
* 2 Chris Guyette about a year ago Hi David thank you for your answer.
* Chris Guyette about a year ago Hi Bryan thank you so much for your reply.

**Frequency:** *39*

##### 201912211900-Caffeine Customer Insights-Aha

* Hope this helps!
* Marta Jurasik about a year ago Hi Justin it helps me a lot!
* Thanks!
* 3 Marta Jurasik about a year ago Hi Justin thank you for helping me with this.

**Frequency:** *39*

##### 201912151800-Caffeine Customer Insights-Aha

* Hope that helps.
* Александр Присмотров about a year ago Chris thank you for sharing!
* Hi colleagues!
* Александр Присмотров about a year ago Hey Claudia!

**Frequency:** *39*

##### 201912201900-Caffeine Customer Insights-Aha

* Bryan McCarty Product Management and Update to my previous comment ^ As you know just a few weeks ago we launched an integration with Analytics.
* 2 Paul Maurer VP Product - NextTier Education For stories and bug tracking: JIRA Roadmap: Powerpoint For priorities & (internal) biweekly product review: Excel Sources of customer feedback: visits phone calls email support page via ZenDesk Product analytics: MixPanel SQL Excel 2 Keith Brown VP Thanks Paul.
* Product teams can now track user engagement data from Analytics directly in See it in action here: https://blog.aha.io/understand-your-users-with-the-aha-google-analytics-integration
* or spreadsheet?

**Frequency:** *39*

##### 201912172000-Caffeine Customer Insights-Aha

* thanks Kartik
* Thanks for the link.
* Thanks for asking this question!
* | Ex-Chief Product Officer @Vuukle | UCLA Anderson MBA @Steve - Thanks for your insight.

**Frequency:** *39*

##### 201912202000-Caffeine Customer Insights-Aha

* Jairus Streight Product & Developement @ The Number Creative Internal necessity !
* Here are a few of them: Seek out new information (OUTSIDE YOUR ORG) The biggest ideas are likely to be found outside your organization or at least the data that leads you to the next big feature idea.
* How do you say no to bad ideas?
* How to keep track of user requirements and prioritize them to importance?

**Frequency:** *39*

##### 201912201800-Caffeine Customer Insights-Aha

* Tom Cavanaugh Product Manager at Motorola Solutions about a year ago I am looking for many of the skills already listed here.
* Thanks for the great insights.
* Thanks so much for sharing.
* Julien Fritsch Thought this would complement this former question: https://www.mindtheproduct.com/2017/08/tech-skills- benefit-product-manager/ Barry Engel I recruit - Product Management about a year ago Negotiation skills Management skills Ownership In one sentence what advice would you give to a new product manager?

**Frequency:** *39*

##### 201912162000-Caffeine Customer Insights-Aha

* When do you use quantitative vs. qualitative research?
* Do you have a business case template to capture the feature + ROI?
* User research - identifying user types personas conducting interviews usability tests etc... Who owns it?
* Ie.

**Frequency:** *39*

##### 201912211800-Caffeine Customer Insights-Aha

* Hope this helps!
* Expand your repertoire if possible :) 6 Farbod Saraf Hi Justin Thanks for your response.
* Rishabh Saxena Thanks for sharing your process Patrick.
* Rishabh Saxena Thanks for sharing those points David.

**Frequency:** *39*

##### 201912161900-Caffeine Customer Insights-Aha

* Hope this helps!
* Expand your repertoire if possible :) 6 Farbod Saraf Hi Justin Thanks for your response.
* Rishabh Saxena Thanks for sharing your process Patrick.
* Rishabh Saxena Thanks for sharing those points David.

**Frequency:** *39*

##### 201912151900-Caffeine Customer Insights-Aha

* Александр Присмотров about a year ago How do you prepare for customer interviews?
* Hi colleagues.
* Sriram seetharam about a year ago As far as the questions go they depend on the type of product/service you are offering.
* Jim Begley Technical PM fluent in lean startups and ITSM business about a year ago Regardless of why I was going to interview a customer I had a checklist of what I would do before getting contacting the customer directly.

**Frequency:** *39*

##### 201912191800-Caffeine Customer Insights-Aha

* Product Manager: Who owns what?
* Don't discourage.
* At best they're in someone's head who is now long gone.
* Learn first then start documenting.

**Frequency:** *39*

##### 201912182000-Caffeine Customer Insights-Aha

* Hope this helps!
* Marta Jurasik about a year ago Hi Justin it helps me a lot!
* Thanks!
* 3 Marta Jurasik about a year ago Hi Justin thank you for helping me with this.

**Frequency:** *39*

##### 201912192000-Caffeine Customer Insights-Aha

* :-) Julia Voynova Product manager Hi Marie!
* Good morning Hi Roadmap community.
* Marie Lead Product Manager at Cengage ANZ Thanks Kevin.
* Thanks :-) 3 Jaz Blakeston-Petch Product Manager @ The National Lottery (UK) It's worth checking out and testing out some design sprints.

**Frequency:** *39*

##### 201912181900-Caffeine Customer Insights-Aha

* What are your most important KPIs you track as a Product Owner?
* The keen ability to observe their customers in real life situations translate needs into ideas.
* Best practice should be open product management to everyone.
* Have everyone involved in conversations discussions and feedback.

**Frequency:** *39*

##### 201912191900-Caffeine Customer Insights-Aha

* Jenny Slade Hi Mike: just to clarify it sounds as though you are validating a problem in the market rather than validating your solution?
* 2 Justin Williams Mischief & Mayhem Are there already products/services that solve that particular problem?
* I’ve described these techniques fully in my new book Turn Into Products available from .
* Eventually you'll want a web site for defining alerts and an app to receive them but only when the manual process can't keep up.

**Frequency:** *39*

##### 201912212000-Caffeine Customer Insights-Aha

* Jenny Slade Hi Mike: just to clarify it sounds as though you are validating a problem in the market rather than validating your solution?
* Here are some ways to get customer feedback fast and some ways to think about all that feedback once you have it.
* How widespread is the problem?
* Once you're a little closer to having something to deliver you can ask people to pre-pay for the solution.

**Frequency:** *39*

##### 201912171900-Caffeine Customer Insights-Aha

* Hope this helps!
* Qualitative methods help you identify what you don't already know; quantitative helps you measure what you know.
* What are your best practices for user interviews?
* :-) Shawn M Adams Product Manager They're complementary.

**Frequency:** *39*

##### 201912181800-Caffeine Customer Insights-Aha

* I wrote an article about win loss and the buyer's journey with links to two companies who specialize in win/loss analysis.
* Win/Loss analysis is a powerful research technique that should be used by product managers to get insight on product and used by product marketing to get insight on promotion.
* What should I know about you and your approach to buying products?
* If you were looking for this product today what search terms would you use?

**Frequency:** *39*

##### 201912152000-Caffeine Customer Insights-Aha

* Hi!
* Александр Присмотров Hi Julia!
* Julia Voynova Product manager Hi!
* Would love to know more about how you solve these problems!

**Frequency:** *39*

### Detailed Theme Identifier: 6

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** I hope this helps chris guyette from a year ago. [system generated]

**Tags:** *chris guyette year | guyette year ago | hi | hope helps | thanks*

#### Theme Quotes by Interaction

##### 201912171800-Caffeine Customer Insights-Aha

* Typically startups are led by developers/engineers anyway...and (love engineers BTW) their single-mindedness can create blinders.
* Thanks for reminding me of his work.
* You might not need the persona development though if you are not even sure who your market or customers are.
* I've found counseling start-ups (especially tech companies) that with developers at the lead their efforts are often so product-heavy that end-user value is not as clear as it could be.

**Frequency:** *37*

##### 201912212100-Caffeine Customer Insights-Aha

* It was basically a sea of engineers and a few designers reacting to and building anything the CEO and CTO wanted.
* The part of the process where I need most help with comes after prioritization and after the initial PRD has been written.
* Of course there was work that didn't directly connect to one of our goals (there always is) but it was much harder to get that work assigned to an engineer.
* What is a set of deliverables that a new Product Manager should work on in the first month at a startup?

**Frequency:** *37*

##### 201912161800-Caffeine Customer Insights-Aha

* Engineering teams are responsible for how features get developed.
* With the score it becomes clear what the team should work on next.
* No matter what type of product team you work with is a tool for driving product strategy creating and sharing visual roadmap and detailing features and user stories.
* Capture ideas in a centralized place Collect and manage ideas through a branded idea portal — great for customer feedback or internal sales teams to submit what they want to see in your product.

**Frequency:** *37*

##### 201912211900-Caffeine Customer Insights-Aha

* Note that it is critical to involve both your designers and your engineers in this process.
* You need to bring it back to the problem space and get everyone aligned on what you are actually trying to do.
* The first thing you need to do is get everyone on the same page about what you are trying to do.
* If we see reasonable evidence that the solution will work put that sucker into the backlog.

**Frequency:** *37*

##### 201912151800-Caffeine Customer Insights-Aha

* They are basically a place where you put work you need to get done.
* How much time do you usually need to transcribe?
* After some research I found that I need the following solution.
* How does that software work that count the number of times feature/function was mentioned?

**Frequency:** *37*

##### 201912201900-Caffeine Customer Insights-Aha

* Sequel Pro for running DB queries and getting the data we need.
* Sublime Text or Atom for the times we need to get our hands dirty.
* Should product managers use the same tools as development teams?
* And I still use it for my current product marketing work which I obviously do in for .

**Frequency:** *37*

##### 201912172000-Caffeine Customer Insights-Aha

* You Might Also Should product managers use the same tools as development teams?
* Steve Johnson author speaker consultant.
* But a survey cannot help you if you don't know what questions to ask.
* Surveys are a form of quantitative research—the source of statistically valid data.

**Frequency:** *37*

##### 201912202000-Caffeine Customer Insights-Aha

* It is more focused than brainstorming often guided by a known need or a pre-set requirement.
* Revisit the cutting room floor (PRIOR WORK) Lots of feature ideas get vetted and we decide not to move forward for one reason or another.
* 1 Namrata Datta Coach SAFe Program Consultant CSPO Ideathon: My favorite and I have found very successful with my teams sitting and ideating with your team in a workshop ask them to think like a user and then see what we are missing creating few more user persona looking at competitive market and see what we can pick.
* Jairus Streight Product & Developement @ The Number Creative Internal necessity !

**Frequency:** *37*

##### 201912201800-Caffeine Customer Insights-Aha

* The solutioning must be done in collaboration with designers and developers.
* Tell me about the culture that you create for your product managers designers and developers.
* I also put an emphasis on collaboration specifically a desire to work in close collaboration with UX and Development in order to build the best product.
* Describe your work environment and relationship with product managers development teams design teams etc.

**Frequency:** *37*

##### 201912162000-Caffeine Customer Insights-Aha

* Steve Johnson Helping teams apply the best practices of product management.
* Omer Gartzman Who owns user research in your company and how well does it work?
* It's fairly common to see product marketing managers developing buyer personas and the buyer journey map while U/X designers create user personas and story mapping.
* is a tool that can be used by anyone.

**Frequency:** *37*

##### 201912211800-Caffeine Customer Insights-Aha

* Have you seen organizations mess it up or confuse it with market research?
* Since you mentioned the issue of resistance from the sales force I think this is something a lot of teams may have to deal with.
* User satisfaction is an emotional response which means you need human interaction to understand it.
* User research is simple enough: profile the types of people you need to understand (personas) and then discuss their problems.

**Frequency:** *37*

##### 201912161900-Caffeine Customer Insights-Aha

* Have you seen organizations mess it up or confuse it with market research?
* Since you mentioned the issue of resistance from the sales force I think this is something a lot of teams may have to deal with.
* User satisfaction is an emotional response which means you need human interaction to understand it.
* User research is simple enough: profile the types of people you need to understand (personas) and then discuss their problems.

**Frequency:** *37*

##### 201912151900-Caffeine Customer Insights-Aha

* How "technical" should a Product Manager be?
* Do you have a business case template to capture the feature + ROI?
* Hi colleagues.
* Please share your experience on how you prepare for customer interviews?

**Frequency:** *37*

##### 201912191800-Caffeine Customer Insights-Aha

* You need to drive success.
* This is basically designed to do a thorough review of all systems and equipment and ensure they have been properly started and work at peak efficiency as designed.
* even teams you don't own help them with the implication of this 'recovery'.
* What makes this unique is that usually the commissioning authority starts by going to the owner (stakeholder) and developing the project requirements from scratch then meeting with engineers (developers) and understanding what they built to solve the requirements.

**Frequency:** *37*

##### 201912182000-Caffeine Customer Insights-Aha

* Note that it is critical to involve both your designers and your engineers in this process.
* You need to bring it back to the problem space and get everyone aligned on what you are actually trying to do.
* The first thing you need to do is get everyone on the same page about what you are trying to do.
* If we see reasonable evidence that the solution will work put that sucker into the backlog.

**Frequency:** *37*

##### 201912192000-Caffeine Customer Insights-Aha

* What is a set of deliverables that a new Product Manager should work on in the first month at a startup?
* The way I like to think about it is if you look at a transit map you don't need to break the distance traveled into "space dependent" measurements (miles or feet) to get to where you're going you just need to know which stops are along a specific path and what order they are traveled in.
* AJ&Smart an agency that helps product teams run sprints have figured out a way of running them over 4 days without needing to have key stakeholders involved in each day (check out the overview here).
* For validation you need to set how many of the interviewees face the problem how often and how much money/time they are loosing because of it e.g.

**Frequency:** *37*

##### 201912181900-Caffeine Customer Insights-Aha

* 4 Steve Johnson Helping teams apply the best practices of product management.
* Joost Pisters Best way in my opinion to get product ideas for an existing business is to: Work for a couple of weeks with the product your company produces as a customer Go "undercover" and work for several weeks for the people who support your customers (support department complaints etc) Work/try competitors products Then combine what you learned with your own ideas and create a roadmap based on that.
* Then get your designers and development team involved in identifying innovative ways to help them do it faster and better.
* 4 Jeff Spitulnik Product Management and User Experience and Data Sciences One tension I like to play out when looking for product ideas is How much should my products improve the way people do their current work/tasks/goals vs. How much should my products change the work/tasks/goals altogether.

**Frequency:** *37*

##### 201912191900-Caffeine Customer Insights-Aha

* Steve Johnson Helping teams apply the best practices of product management.
* Once you're sure you've nailed the problem you need to validate it with a broader audience.
* Of course we need to validate it particularly whether it's viable to take on the whole problem rather than pieces of it.
* Product School: Which course is better and why?

**Frequency:** *37*

##### 201912212000-Caffeine Customer Insights-Aha

* Steve Johnson Helping teams apply the best practices of product management.
* Once you're sure you've nailed the problem you need to validate it with a broader audience.
* Of course we need to validate it particularly whether it's viable to take on the whole problem rather than pieces of it.
* Here are some ways to get customer feedback fast and some ways to think about all that feedback once you have it.

**Frequency:** *37*

##### 201912171900-Caffeine Customer Insights-Aha

* Steve Johnson Helping teams apply the best practices of product management.
* 2 Bill Sheehan Product Management Quantitative best when you need to determine to true value of something: "How much is it worth to you?"
* But do I care if only 1 person in a focus group feels that way and everyone else finds it uplifting?
* 2 Kevin Kantz It's confusing phraseology because qualitative research still quantifies and quantitative research may still qualify.

**Frequency:** *37*

##### 201912181800-Caffeine Customer Insights-Aha

* I agree that you need to learn about selling as well as product company and marketing issues.
* Steve Johnson Helping teams apply the best practices of product management.
* Steve Johnson Helping teams apply the best practices of product management.
* You can guess the results... Steve Johnson Helping teams apply the best practices of product management.

**Frequency:** *37*

##### 201912152000-Caffeine Customer Insights-Aha

* I found that existing approaches are deeply flawed: Analyzing the record after the call: is pretty time consuming and takes more time than the call itself Capturing notes during the call: requires specialized skills otherwise really valuable insights can be lost Involving assistant to capture the notes: is most often not available for small teams.
* Interview recordings is a nice thing to have but honestly I almost never listen to them as it's very time consuming and actually you don't really need every signle word the customer said (except for cases when you re signing smth like a memorandum of understanding with the client) if you have a clear objective what you want to get before starting the meeting/interview you'll probably be able to write the key points down right after the conversation.
* Product School: Which course is better and why?
* Would love to know more about how you solve these problems!

**Frequency:** *37*

### Detailed Theme Identifier: 7

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**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** A team of designers and engineers working together in a mess [system generated]

**Tags:** *basically | collaboration | designers | developers | engineers | mess | need | teams | work*

#### Theme Quotes by Interaction

##### 201912171800-Caffeine Customer Insights-Aha

* If you know what need(s) you are trying to satisfy and problems you are trying to solve that should give you some guidance on what customers to start talking to.
* Focus on the 1-1 relationships and solving just one key problem for your customers.
* Hence going back to "basics" using personas as one tool to clarify who the product is for and what problem its meant to solve.
* Products \*should\* provide value and solve one or more customer needs.

**Frequency:** *36*

##### 201912212100-Caffeine Customer Insights-Aha

* Is it possible to use Scrum without a Scrum Master?
* However if I'm using the wrong words to describe my question please let me know and I'll update my post accordingly :-) Background: I am a PM at a company that is transitioning out of the startup phase and we are building out the PM org and adding processes (useful processes hopefully).
* It also made us agree on goals for the quarter and connect all of our work to those agreed-upon goals.
* All of the sudden we had to determine who needed to approve features develop a mechanism for prioritizing our work and figure out the right type of roadmaps to share with leadership and customers.

**Frequency:** *36*

##### 201912161800-Caffeine Customer Insights-Aha

* Chris Guyette about a year ago Hi Barry thank you for your answer.
* it's very easy to link to Confluence for context.
* I really appreciate that.
* 2 Chris Guyette about a year ago Hi David thank you for your answer.

**Frequency:** *36*

##### 201912211900-Caffeine Customer Insights-Aha

* Most problems are presented in the form of solutions: e.g.
* Marta Jurasik about a year ago Can you describe your approach to solving a customer's problem?
* A "customer's" problem and how you solve it hinges on defining this.
* If I were to choose the most simplistic and universal process for me it would be to: Ask questions listen actively and repeat back to the customer until I understand the problem insure the customer with empathy determine if solving the problem is within my power or finding someone who is if enabled suggest known ways to solve the customers problem (consult docs and peers.)

**Frequency:** *36*

##### 201912151800-Caffeine Customer Insights-Aha

* How do you solve it?
* Do you have a similar problem?
* Maybe you have seen or used the similar solutions?
* So maybe you face the similar problem in your practice?

**Frequency:** *36*

##### 201912201900-Caffeine Customer Insights-Aha

* Product teams can now track user engagement data from Analytics directly in See it in action here: https://blog.aha.io/understand-your-users-with-the-aha-google-analytics-integration
* So good news!
* Pendo full story google analytics et al.
* Are you using any other tools in your day-to-day?

**Frequency:** *36*

##### 201912172000-Caffeine Customer Insights-Aha

* That is your product idea is in the delta between what currently exists and the problem you're trying to solve.
* Start with a problem statement and then define what you want to learn through research.
* Asking What are you trying to achieve and why don't the existing tools help?
* A survey is used when you know what you're trying to prove or disprove.

**Frequency:** *36*

##### 201912202000-Caffeine Customer Insights-Aha

* Some of my best ideas have come from taking past feature explorations that were cut and reimagining how they could be used to solve new problems.
* Find the hidden treasure (IN DATA) You have a lot of data at your fingertips and it likely hides a hidden treasure just waiting to be found.
* Here are a few of them: Seek out new information (OUTSIDE YOUR ORG) The biggest ideas are likely to be found outside your organization or at least the data that leads you to the next big feature idea.
* 1 Namrata Datta Coach SAFe Program Consultant CSPO Ideathon: My favorite and I have found very successful with my teams sitting and ideating with your team in a workshop ask them to think like a user and then see what we are missing creating few more user persona looking at competitive market and see what we can pick.

**Frequency:** *36*

##### 201912201800-Caffeine Customer Insights-Aha

* In my experiences these skills helped me to start contributing to my team right away: Problem solving - if someone can solve a generic problem that process can be applied to solve similar problems or problems of the same structure.
* 2 James McGary I solve the most difficult business problems with innovative and comprehensive solutions.
* Glad I found this community!
* They understand the problems that your product endeavors to solve regardless of the market or industry.

**Frequency:** *36*

##### 201912162000-Caffeine Customer Insights-Aha

* The product manager needs first hand knowledge of the personas and their problems.
* When do you use quantitative vs. qualitative research?
* is a tool that can be used by anyone.
* User research - identifying user types personas conducting interviews usability tests etc... Who owns it?

**Frequency:** *36*

##### 201912211800-Caffeine Customer Insights-Aha

* Usually during these conversations you can solicit some extra feedback particularly if you built up some trust by solving their problem.
* User research is simple enough: profile the types of people you need to understand (personas) and then discuss their problems.
* What it means is that you must build a deep understanding of your customers but your responsibility is to invent solutions on their behalf not take what they say and implement it as a solution.
* Andy Trus Product Manager at WebAssign Rishabh I can share how I've solved this problem: Go into depth with the sales team about your research methodology.

**Frequency:** *36*

##### 201912161900-Caffeine Customer Insights-Aha

* Usually during these conversations you can solicit some extra feedback particularly if you built up some trust by solving their problem.
* User research is simple enough: profile the types of people you need to understand (personas) and then discuss their problems.
* What it means is that you must build a deep understanding of your customers but your responsibility is to invent solutions on their behalf not take what they say and implement it as a solution.
* Andy Trus Product Manager at WebAssign Rishabh I can share how I've solved this problem: Go into depth with the sales team about your research methodology.

**Frequency:** *36*

##### 201912151900-Caffeine Customer Insights-Aha

* In this case you can have a long form question with multiple followup interview since the customer understands you are trying to get them a better product/service.
* (At times an interview could help solve some of the above issues at other times they would not so another customer was selected.
* How "technical" should a Product Manager be?
* (This is for a B2B customer and enterprise class software.

**Frequency:** *36*

##### 201912191800-Caffeine Customer Insights-Aha

* what problems were we trying to solve and for whom?
* Understand the problem they're trying to solve and how (or if) your product solves it.
* get to know the problem space How does the current solution solve these problems where are the gaps?
* You'll need to do some discovery to understand what problem you're trying to solve - whether it's the product the development team or expectations.

**Frequency:** *36*

##### 201912182000-Caffeine Customer Insights-Aha

* Most problems are presented in the form of solutions: e.g.
* Marta Jurasik about a year ago Can you describe your approach to solving a customer's problem?
* A "customer's" problem and how you solve it hinges on defining this.
* If I were to choose the most simplistic and universal process for me it would be to: Ask questions listen actively and repeat back to the customer until I understand the problem insure the customer with empathy determine if solving the problem is within my power or finding someone who is if enabled suggest known ways to solve the customers problem (consult docs and peers.)

**Frequency:** *36*

##### 201912192000-Caffeine Customer Insights-Aha

* We're trying to be clear about the problem we're trying to solve and for who.
* This is how I have been thinking about the problem also.
* In terms of running a sprint team whilst trying to do discovery for something big and new that is tough.
* This precise estimation is hard to make before interviews but it gives you some baseline against which you are measuring the problem significance .

**Frequency:** *36*

##### 201912181900-Caffeine Customer Insights-Aha

* That will tell you exactly the problem(s) they are trying to solve.
* A product is designated to solve a problem but not every user facing the problem is in a similar frame of mind while using your product.
* Now validating ideas is a whole other topic!
* In a nutshell good product idea come from: Understanding and solving real customer problems Alignment with your product strategy 9 andrea saez Head of Customer Success at ProdPad The correct answer to this should be: everywhere.

**Frequency:** *36*

##### 201912191900-Caffeine Customer Insights-Aha

* There are a few I've found - as far as solving the whole problem there are services that do that but I haven't found anyone else solving the whole problem in a more scalable way with technology.
* You're not trying to sell the solution; you're just trying to size it.
* I have found technology-based solutions that don't require a full-service approach for parts of the problem Do you have an idea on what the production/solution might be?
* To your questions: Are there already products/services that solve that particular problem?

**Frequency:** *36*

##### 201912212000-Caffeine Customer Insights-Aha

* There are a few I've found - as far as solving the whole problem there are services that do that but I haven't found anyone else solving the whole problem in a more scalable way with technology.
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* To your questions: Are there already products/services that solve that particular problem?

**Frequency:** *36*

##### 201912171900-Caffeine Customer Insights-Aha

* Most useful for identifying problems and developing a hypothesis.
* But only if you already know the question you are trying to answer.
* Once you have a hypothesis you can use the other methods to provide additional insights and validate potential solutions.
* Hearing the way users or customers describe their problem in their own words can result in insights that data alone masks.

**Frequency:** *36*

##### 201912181800-Caffeine Customer Insights-Aha

* You can learn a lot from a client in a face-to-face meeting but I've found that win/loss interviews are more effective on the phone.
* I wrote an article about win loss and the buyer's journey with links to two companies who specialize in win/loss analysis.
* Win/Loss analysis is a powerful research technique that should be used by product managers to get insight on product and used by product marketing to get insight on promotion.
* If you were looking for this product today what search terms would you use?

**Frequency:** *36*

##### 201912152000-Caffeine Customer Insights-Aha

* Would love to know more about how you solve these problems!
* If you periodically face similar problems (or just want to optimize these processes) I would like to ask you several questions and show you the solution I designed.
* Right at this point you can save significant conversation takeaways as notes and share them with your team http://prntscr.com/ldipfc If you have found something that was unclear about the concept I will be happy to explain them to you.
* Still sometimes I have problems of not taking down smth important and then forgetting it or beign unable to understand my notes or slowing down the communication because I'm making notes at the same time.

**Frequency:** *36*

### Detailed Theme Identifier: 8

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**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** A man is trying to solve a problem by solving a whole problem. [system generated]

**Tags:** *found | problems | solutions | solve | solving whole problem | trying*

#### Theme Quotes by Interaction

##### 201912171800-Caffeine Customer Insights-Aha

* 2 John Eaton Client Strategist at Macomb-OU Incubator As a long time PM now in a consulting role for start-ups & entrepreneurs I'd say the focus ought to be on end-user/customer discovery and persona development.
* Do you use dates on your product roadmaps?
* If you know what need(s) you are trying to satisfy and problems you are trying to solve that should give you some guidance on what customers to start talking to.
* Products \*should\* provide value and solve one or more customer needs.

**Frequency:** *35*

##### 201912212100-Caffeine Customer Insights-Aha

* They interview product leaders from all sorts of companies so there's a variety of perspectives..
* Some of those may be applicable to your startup's transition and others may not — but it's worth taking a gander.
* Is it possible to use Scrum without a Scrum Master?
* Of course there was work that didn't directly connect to one of our goals (there always is) but it was much harder to get that work assigned to an engineer.

**Frequency:** *35*

##### 201912161800-Caffeine Customer Insights-Aha

* Confluence for creating notes customer interviews product ideas etc.
* Prioritize features by score Do you ever find yourself arguing about why one feature is more important than another?
* Chris Guyette about a year ago Hi Barry thank you for your answer.
* The trick here is to maintain any given information in only one place.

**Frequency:** *35*

##### 201912211900-Caffeine Customer Insights-Aha

* While I have pretty solid product idea I am afraid I can fail the interview just because I don't understand the question.
* I am having a hard time understanding what the hiring managers are looking for.
* You try to write just enough code to validate/invalidate the idea; the goal would be to only spend 20% or 30% of the time that would be required to write a production quality feature.
* Justin Williams Mischief & Mayhem about a year ago Hi Marta :) That is a tough one... you might have to validate using a technique called the Live Data Prototype which does involve using Dev time but should be much less work than creating a "real" feature.

**Frequency:** *35*

##### 201912151800-Caffeine Customer Insights-Aha

* I have used call recording and I have also used this technique: bring someone else along whose entire job is to take notes for you while you carry on the conversation.
* When I start a call I see a big cue button and can mark important parts of the conversation.
* When I have some business conversation call (it maybe not just customer interview but dialog with teammate niche expert etc) I often face the following problem: During the call I find that I heard a bit of really important information.
* How much time does it usually take?

**Frequency:** *35*

##### 201912201900-Caffeine Customer Insights-Aha

* Olga Startup-er 1) Stories: both in /Confluence and in G-docs 2) Roadmap: Roadmap Planner (a tool on strategy planning) and TeamGantt (for PM purposes) 3) Priorities: G-docs; Notes/ideas: Roadmap Planner (backlogs section) 4) Cold emails Skype/Hangout calls conferences exhibitions 5) Hubspot (not too happy with it but Bitrix/Pipedrive/others are not much better) G-Analytics YesWare Alexander Rossbach Product Manager at Liftopia Stories and bug tracking: YouTrack Roadmap: Slides Priorities: Doc Customer Feedback: ZenDesk as well as emails phone calls and user interviews.
* Product teams can now track user engagement data from Analytics directly in See it in action here: https://blog.aha.io/understand-your-users-with-the-aha-google-analytics-integration
* 2 Paul Maurer VP Product - NextTier Education For stories and bug tracking: JIRA Roadmap: Powerpoint For priorities & (internal) biweekly product review: Excel Sources of customer feedback: visits phone calls email support page via ZenDesk Product analytics: MixPanel SQL Excel 2 Keith Brown VP Thanks Paul.
* Are you using any other tools in your day-to-day?

**Frequency:** *35*

##### 201912172000-Caffeine Customer Insights-Aha

* In other words take the tool out of the equation.
* You can never beat sitting with a customer (hopefully face-to-face otherwise virtually) and going through an interview or observation.
* thanks Kartik
* Steve Johnson author speaker consultant.

**Frequency:** *35*

##### 201912202000-Caffeine Customer Insights-Aha

* Visual aids are important for the structured process as they help to create a storymap or a mindmap which then enables in-depth development of the idea.
* Your team is also one if given time and environment can give wonderful ideas.
* As I say a good developer knows for sure where are the bugs only give him time and explain user journey... 3 Namrata Datta Coach SAFe Program Consultant CSPO Excellent compilation James Harper project manager Ideation is a structured process that can be done alone or in a group over a period of time (rather than in one sitting).
* Some of my best ideas have come from taking past feature explorations that were cut and reimagining how they could be used to solve new problems.

**Frequency:** *35*

##### 201912201800-Caffeine Customer Insights-Aha

* What actions did they take to make it happen?
* Check out Cracking the PM Interview.
* When's the last time you rewarded your team?
* Both are extremely important talents for product managers.

**Frequency:** *35*

##### 201912162000-Caffeine Customer Insights-Aha

* When do you use quantitative vs. qualitative research?
* Do you have a business case template to capture the feature + ROI?
* User research - identifying user types personas conducting interviews usability tests etc... Who owns it?
* Ie.

**Frequency:** *35*

##### 201912211800-Caffeine Customer Insights-Aha

* What is your take on user research?
* If another company is reselling your software call them up and ask to tag along with their sales people.
* Over time this will give you the most honest feedback data possible skewed to those who have issues (as opposed to your content users hopping along like bunnies -- they're good just don't take away their carrots).
* :-) Erin Jacobs UX/UI Designer I think it's not only important to conduct user research but also stakeholder research in tandem whether it's an external client or internal leadership in a product company.

**Frequency:** *35*

##### 201912161900-Caffeine Customer Insights-Aha

* What is your take on user research?
* If another company is reselling your software call them up and ask to tag along with their sales people.
* Over time this will give you the most honest feedback data possible skewed to those who have issues (as opposed to your content users hopping along like bunnies -- they're good just don't take away their carrots).
* :-) Erin Jacobs UX/UI Designer I think it's not only important to conduct user research but also stakeholder research in tandem whether it's an external client or internal leadership in a product company.

**Frequency:** *35*

##### 201912151900-Caffeine Customer Insights-Aha

* Customer interview depends on the type of customer.
* Only then I would contact the customer and ask for an interview.
* In this case you can have a long form question with multiple followup interview since the customer understands you are trying to get them a better product/service.
* (At times an interview could help solve some of the above issues at other times they would not so another customer was selected.

**Frequency:** *35*

##### 201912191800-Caffeine Customer Insights-Aha

* When taking on a new product a great deal of the first days are discovery.
* Don't expect much but do interview them creatively.
* What are your most important KPIs you track as a Product Owner?
* How do you resist the "important customer + big opportunity" trap?

**Frequency:** *35*

##### 201912182000-Caffeine Customer Insights-Aha

* While I have pretty solid product idea I am afraid I can fail the interview just because I don't understand the question.
* I am having a hard time understanding what the hiring managers are looking for.
* You try to write just enough code to validate/invalidate the idea; the goal would be to only spend 20% or 30% of the time that would be required to write a production quality feature.
* Justin Williams Mischief & Mayhem about a year ago Hi Marta :) That is a tough one... you might have to validate using a technique called the Live Data Prototype which does involve using Dev time but should be much less work than creating a "real" feature.

**Frequency:** *35*

##### 201912192000-Caffeine Customer Insights-Aha

* The most important part is that hypotheses and their validation criteria should be super precise.
* It also fits nicely within the waterfall model for handling the finer iteration points without taking away from the larger project cadence set by waterfall.
* Is there an opportunity for you to take a bit more of a back seat on that one to focus on discovery whilst a product owner focuses more on the delivery sprints?
* In my opinion agile methodology is too "time dependent" for the discovery phase as the discovery phase is more about the topology of milestones interactions with others and estimating potential value--none of these are easy to partition into time based sprints.

**Frequency:** *35*

##### 201912181900-Caffeine Customer Insights-Aha

* Every time you use the product take up a different persona of one of your users and try to use the product.
* What are your most important KPIs you track as a Product Owner?
* Also it's important to align any new product idea with your product strategy.
* David Fradin Product Management and Courses Author Boot Camp Facilitator and Consultant Start with observing what your prospective customer wants to "do" then interview and survey.

**Frequency:** *35*

##### 201912191900-Caffeine Customer Insights-Aha

* The first step in understanding a problem is always to interview and/or observe the people who have the problem you're proposing to solve.
* The gist: Create a website with your pitch (what the problem is and how you might solve it) and then a call to action Run a Adwords campaign and market it to a very small number of potential users The call to action would take the user to a thank you page as opposed to purchasing the product since it does not yet exist :) Additionally on the thank you page you can ask if they would like to get in touch to talk about this product You can assess demand by how much tracking you are getting - e.g.
* As Steve notes surveys can be an effective way to gather feedback -- especially if you keep them short and sweet.
* Of course we need to validate it particularly whether it's viable to take on the whole problem rather than pieces of it.

**Frequency:** *35*

##### 201912212000-Caffeine Customer Insights-Aha

* The first step in understanding a problem is always to interview and/or observe the people who have the problem you're proposing to solve.
* The gist: Create a website with your pitch (what the problem is and how you might solve it) and then a call to action Run a Adwords campaign and market it to a very small number of potential users The call to action would take the user to a thank you page as opposed to purchasing the product since it does not yet exist :) Additionally on the thank you page you can ask if they would like to get in touch to talk about this product You can assess demand by how much tracking you are getting - e.g.
* As Steve notes surveys can be an effective way to gather feedback -- especially if you keep them short and sweet.
* Of course we need to validate it particularly whether it's viable to take on the whole problem rather than pieces of it.

**Frequency:** *35*

##### 201912171900-Caffeine Customer Insights-Aha

* Every product manager and product owner should interview and observe customers.
* Of course some item are just pure quant "How many elearning courses did you take in the last 12 months?"
* But understanding the right time to use each is a powerful skill every product manager should strive to master.
* But post MVP I rely on quantitative research to validate the uptake/ response/feedback from actual users before I invest any more time or resources.

**Frequency:** *35*

##### 201912181800-Caffeine Customer Insights-Aha

* In particular for loss analysis does anyone have any helpful language that they use when asking a lost opportunity for their time in conducting the interview?
* It might be important to ask questions such as "How would you compare your sales experience between all the vendors you evaluated?"
* “Consider this: most high school sports teams spend more time and money on win/loss analysis than most companies.” — Steve Johnson Turn Into Products Sales people are terrible at win/loss interviews and analysis.
* I wrote an article about win loss and the buyer's journey with links to two companies who specialize in win/loss analysis.

**Frequency:** *35*

##### 201912152000-Caffeine Customer Insights-Aha

* I found that existing approaches are deeply flawed: Analyzing the record after the call: is pretty time consuming and takes more time than the call itself Capturing notes during the call: requires specialized skills otherwise really valuable insights can be lost Involving assistant to capture the notes: is most often not available for small teams.
* Now we can re-listen to the recording HOWEVER this time not the entire recording but only the points where something important is mentioned.
* If the interview is over the phone and the client/customer is talkative enough it's possible to take notes of at least of the most important things during the interview.
* Still sometimes I have problems of not taking down smth important and then forgetting it or beign unable to understand my notes or slowing down the communication because I'm making notes at the same time.

**Frequency:** *35*

### Detailed Theme Identifier: 9

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** A man is recording a conversation with a man taking notes. [system generated]

**Tags:** *call | conversation | important | interview | notes | recording | take | taking | time*

#### Theme Quotes by Interaction

##### 201912171800-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912212100-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912161800-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912211900-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912151800-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912201900-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912172000-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912202000-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912201800-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912162000-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912211800-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912161900-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912151900-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912191800-Caffeine Customer Insights-Aha

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**Frequency:** *None*

##### 201912182000-Caffeine Customer Insights-Aha

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**Frequency:** *None*

##### 201912192000-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912181900-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912191900-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912212000-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912171900-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912181800-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201912152000-Caffeine Customer Insights-Aha

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

### Detailed Theme Identifier: 10

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Use of quantitative vs qualitative methods of research [system generated]

**Tags:** *quantitative vs qualitative | use quantitative vs | vs qualitative research*

#### Theme Quotes by Interaction

##### 201912171800-Caffeine Customer Insights-Aha

* An early stage startup cannot afford to go down long development cycles without knowing if what they're building is viable.
* 2 John Eaton Client Strategist at Macomb-OU Incubator As a long time PM now in a consulting role for start-ups & entrepreneurs I'd say the focus ought to be on end-user/customer discovery and persona development.
* Any good examples of presenting a roadmap visually?
* Hence going back to "basics" using personas as one tool to clarify who the product is for and what problem its meant to solve.

**Frequency:** *30*

##### 201912212100-Caffeine Customer Insights-Aha

* Is it possible to use Scrum without a Scrum Master?
* It was painful but in the long run it was good.
* I am NOT asking about any of the following topics (which are already covered in great detail): agile prioritization etc.
* Advice to define our PM process?

**Frequency:** *30*

##### 201912161800-Caffeine Customer Insights-Aha

* Are you following Agile?
* What process do you use to prioritize product features required from multiple stakeholders?
* If you introduce a new process of scoring each feature these arguments go away.
* David Wright Senior Business Analyst at Home Hardware Stores Limited about a year ago s so far seem Agile-focused.

**Frequency:** *30*

##### 201912211900-Caffeine Customer Insights-Aha

* Is it possible to use Scrum without a Scrum Master?
* our sorting algorithm will improve conversion rate without writing a line of code?
* Here most commonly you can use prototypes to simulate the intended experience and run user tests to see how customers respond.
* Note that it is critical to involve both your designers and your engineers in this process.

**Frequency:** *30*

##### 201912151800-Caffeine Customer Insights-Aha

* Do you capture any notes in the process?
* If you take record what do you use to process it afterwards?
* How do you build this process (interview and transfer of information to colleagues)?
* Actually the interview process itself in our and your case is very similar.

**Frequency:** *30*

##### 201912201900-Caffeine Customer Insights-Aha

* Product teams can now track user engagement data from Analytics directly in See it in action here: https://blog.aha.io/understand-your-users-with-the-aha-google-analytics-integration
* So good news!
* Pendo full story google analytics et al.
* Are you using any other tools in your day-to-day?

**Frequency:** *30*

##### 201912172000-Caffeine Customer Insights-Aha

* thanks Kartik
* Steve Johnson author speaker consultant.
* But a survey cannot help you if you don't know what questions to ask.
* Surveys are a form of quantitative research—the source of statistically valid data.

**Frequency:** *30*

##### 201912202000-Caffeine Customer Insights-Aha

* Visual aids are important for the structured process as they help to create a storymap or a mindmap which then enables in-depth development of the idea.
* As I say a good developer knows for sure where are the bugs only give him time and explain user journey... 3 Namrata Datta Coach SAFe Program Consultant CSPO Excellent compilation James Harper project manager Ideation is a structured process that can be done alone or in a group over a period of time (rather than in one sitting).
* Jairus Streight Product & Developement @ The Number Creative Internal necessity !
* Your best ideas come from many places.

**Frequency:** *30*

##### 201912201800-Caffeine Customer Insights-Aha

* What role does Agile play?
* But there are specific things you can look for during the interview process to help predict future success.
* 5 Marshall Ponzi Agile Business Growth Expert Product Go-to-Market Sales & The answers here are all very helpful and are consistent with conversations I've been having recently.
* Without them it'll be very hard for this person to be successful at the job.

**Frequency:** *30*

##### 201912162000-Caffeine Customer Insights-Aha

* When do you use quantitative vs. qualitative research?
* Do you have a business case template to capture the feature + ROI?
* User research - identifying user types personas conducting interviews usability tests etc... Who owns it?
* Ie.

**Frequency:** *30*

##### 201912211800-Caffeine Customer Insights-Aha

* Where can I read more about those Product Discovery techniques?
* For example let's say you run an eCommerce product - if you're about to optimise your check-out process then user research is critical to make sure you don't lose revenue.
* Rishabh Saxena Thanks for sharing your process Patrick.
* should become a habitual (note in a good way not robotic) part of the development process where possible to do this it needs to become a regular feature in all meetings sprint events etc.

**Frequency:** *30*

##### 201912161900-Caffeine Customer Insights-Aha

* Where can I read more about those Product Discovery techniques?
* For example let's say you run an eCommerce product - if you're about to optimise your check-out process then user research is critical to make sure you don't lose revenue.
* Rishabh Saxena Thanks for sharing your process Patrick.
* should become a habitual (note in a good way not robotic) part of the development process where possible to do this it needs to become a regular feature in all meetings sprint events etc.

**Frequency:** *30*

##### 201912151900-Caffeine Customer Insights-Aha

* How "technical" should a Product Manager be?
* Do you have a business case template to capture the feature + ROI?
* Hi colleagues.
* Please share your experience on how you prepare for customer interviews?

**Frequency:** *30*

##### 201912191800-Caffeine Customer Insights-Aha

* Even at large well run companies.
* Change is impactful its personal and if possible ideally avoidable.
* So I implemented a format process that began with product management.
* Without a good inventory of where you are regardless of the circuitous route to that state you will be flailing in the dark.

**Frequency:** *30*

##### 201912182000-Caffeine Customer Insights-Aha

* Is it possible to use Scrum without a Scrum Master?
* our sorting algorithm will improve conversion rate without writing a line of code?
* Here most commonly you can use prototypes to simulate the intended experience and run user tests to see how customers respond.
* Note that it is critical to involve both your designers and your engineers in this process.

**Frequency:** *30*

##### 201912192000-Caffeine Customer Insights-Aha

* Is it possible to use Scrum without a Scrum Master?
* Marie Should the discovery phase be run as an agile process?
* Question: Should the (pre-product) discovery phase be run as an agile process Background: I oversee two products here at Cengage.
* I manage a separate agile scrum team for product 1.

**Frequency:** *30*

##### 201912181900-Caffeine Customer Insights-Aha

* They tell you about features without the underlying understanding of the customer and his/her problem).
* The most important thing is to let everyone know it is ok for them to send ideas your way and have the understand what that process looks like for you.
* For more on the roles of product management see "Expertise in Product Management" at https://under10playbook.com/ebooks/expertise-in-product-management 1 Wael Salman Co-Founder & VP Products at Switri - Entrepreneuru you are explaining and talking about the fields that can combine the process after finding an idea.
* What are your most important KPIs you track as a Product Owner?

**Frequency:** *30*

##### 201912191900-Caffeine Customer Insights-Aha

* Eventually you'll want a web site for defining alerts and an app to receive them but only when the manual process can't keep up.
* how many users are visiting your landing page and even better - conversions how many are clicking the call to action Surveys should generally be avoided as a product discovery or in this case a "demand validation" technique.
* The gist: Create a website with your pitch (what the problem is and how you might solve it) and then a call to action Run a Adwords campaign and market it to a very small number of potential users The call to action would take the user to a thank you page as opposed to purchasing the product since it does not yet exist :) Additionally on the thank you page you can ask if they would like to get in touch to talk about this product You can assess demand by how much tracking you are getting - e.g.
* Product School: Which course is better and why?

**Frequency:** *30*

##### 201912212000-Caffeine Customer Insights-Aha

* Eventually you'll want a web site for defining alerts and an app to receive them but only when the manual process can't keep up.
* how many users are visiting your landing page and even better - conversions how many are clicking the call to action Surveys should generally be avoided as a product discovery or in this case a "demand validation" technique.
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* Here are some ways to get customer feedback fast and some ways to think about all that feedback once you have it.

**Frequency:** *30*

##### 201912171900-Caffeine Customer Insights-Aha

* One tends to be useless without the other.
* In addition some methods are best for discovery while others are best for validation.
* Having information that says "X occurrences happen" is typically useless without understanding what happened in those occurrences how the user felt what they felt they couldn't accomplish and what they were surprised at what they accomplished.
* What are your best practices for user interviews?

**Frequency:** *30*

##### 201912181800-Caffeine Customer Insights-Aha

* or "Was there anything in our way of handling the sales process that stood out to you (good/bad)?".
* Especially useful in Enterprise deals where not just the product but the how you handled the sales process can make a huge difference on winning or losing.
* One company I was at we had a process very similar to what Steve outlined and we thought we had good accurate results from our phone surveys with customers and opportunities that went to competitors.
* I wrote an article about win loss and the buyer's journey with links to two companies who specialize in win/loss analysis.

**Frequency:** *30*

##### 201912152000-Caffeine Customer Insights-Aha

* Александр Присмотров How do you simplify the process of customer interviews?
* I want to simplify the process of customer interview client negotiations and team meetings.
* If the interview is over the phone and the client/customer is talkative enough it's possible to take notes of at least of the most important things during the interview.
* If it's in person then I have to take notes right after the interview because doing this during the process really spoils communication and make the other person/people uncomfortable.

**Frequency:** *30*

### Detailed Theme Identifier: 11

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** A man runs through a scrum to discover what is possible in the process. [system generated]

**Tags:** *discovery phase | possible | process | run agile | scrum | without*

#### Theme Quotes by Interaction

##### 201912171800-Caffeine Customer Insights-Aha

* Products \*should\* provide value and solve one or more customer needs.
* Focus on the 1-1 relationships and solving just one key problem for your customers.
* My challenge is that our CEO who is also the visionary and product owner identified 3 users from anectodal vs. actual customer interviews in developing the product.
* Grant Novey Customer ally with a focus on product stategy and UX I'd focus on understanding the customer base.

**Frequency:** *30*

##### 201912212100-Caffeine Customer Insights-Aha

* Myself and one other PM were brought in to a startup that was recently acquired.
* All of the sudden we had to determine who needed to approve features develop a mechanism for prioritizing our work and figure out the right type of roadmaps to share with leadership and customers.
* Of course there was work that didn't directly connect to one of our goals (there always is) but it was much harder to get that work assigned to an engineer.
* However if I'm using the wrong words to describe my question please let me know and I'll update my post accordingly :-) Background: I am a PM at a company that is transitioning out of the startup phase and we are building out the PM org and adding processes (useful processes hopefully).

**Frequency:** *30*

##### 201912161800-Caffeine Customer Insights-Aha

* Confluence for creating notes customer interviews product ideas etc.
* Capture ideas in a centralized place Collect and manage ideas through a branded idea portal — great for customer feedback or internal sales teams to submit what they want to see in your product.
* I hear a lot of companies using Rational DOORS.
* The trick here is to maintain any given information in only one place.

**Frequency:** *30*

##### 201912211900-Caffeine Customer Insights-Aha

* Customer Misbehavior).
* In the course of a recruitment process I was asked to prepare a case study about a potential solution to a customer's problem.
* Some common ways to do this are by observing the user as they use the current product doing customer interviews reviewing product data looking for insights user testing your existing product or competitor products doing a Concierge MVP and looking at work-arounds existing customers are using to achieve the desired outcome (i.e.
* Justin Williams Mischief & Mayhem about a year ago Hi Marta :) That is a tough one... you might have to validate using a technique called the Live Data Prototype which does involve using Dev time but should be much less work than creating a "real" feature.

**Frequency:** *30*

##### 201912151800-Caffeine Customer Insights-Aha

* Александр Присмотров about a year ago How should I optimize analyzing customer interviews?
* We periodically conduct customer interviews (via phone / Skype / Viber etc).
* Manually or using any service?
* When I have some business conversation call (it maybe not just customer interview but dialog with teammate niche expert etc) I often face the following problem: During the call I find that I heard a bit of really important information.

**Frequency:** *30*

##### 201912201900-Caffeine Customer Insights-Aha

* What are your sources of customer feedback?
* Are you using any other tools in your day-to-day?
* Olga Startup-er 1) Stories: both in /Confluence and in G-docs 2) Roadmap: Roadmap Planner (a tool on strategy planning) and TeamGantt (for PM purposes) 3) Priorities: G-docs; Notes/ideas: Roadmap Planner (backlogs section) 4) Cold emails Skype/Hangout calls conferences exhibitions 5) Hubspot (not too happy with it but Bitrix/Pipedrive/others are not much better) G-Analytics YesWare Alexander Rossbach Product Manager at Liftopia Stories and bug tracking: YouTrack Roadmap: Slides Priorities: Doc Customer Feedback: ZenDesk as well as emails phone calls and user interviews.
* 2 Paul Maurer VP Product - NextTier Education For stories and bug tracking: JIRA Roadmap: Powerpoint For priorities & (internal) biweekly product review: Excel Sources of customer feedback: visits phone calls email support page via ZenDesk Product analytics: MixPanel SQL Excel 2 Keith Brown VP Thanks Paul.

**Frequency:** *30*

##### 201912172000-Caffeine Customer Insights-Aha

* I've written about interviewing in my free ebook "Customer Interviews: A Field Guide" at http://under10playbook.com/ebooks/customer-interviews 2 Kartik Dadwal Building something amazing!
* One note about surveys.
* You can never beat sitting with a customer (hopefully face-to-face otherwise virtually) and going through an interview or observation.
* I'm a huge believer in interviews and observation.

**Frequency:** *30*

##### 201912202000-Caffeine Customer Insights-Aha

* Update your competitive analysis conduct a fresh round of customer interviews read the latest industry reports and trends.
* How do you gather customer feedback and then prioritize it in your product backlog?
* Dig into customer success reports analyze where your users are spending their time (and where they're not) and figure out what makes your super-users unique.
* 5 Ron Yang Senior Director of PM/UX -- the world's #1 product roadmap and marketing planning software Product improvements keep your team energized and your customers happy.

**Frequency:** *30*

##### 201912201800-Caffeine Customer Insights-Aha

* A small customer?
* How do you measure customer experience?
* How would a large customer view the product?
* Looking at products from the standpoint of how they impact a customer's life/business.

**Frequency:** *30*

##### 201912162000-Caffeine Customer Insights-Aha

* For more on interviewing see my free ebook "Customer Interviews: A Field Guide" at http://under10playbook.com/ebooks/customer-interviews How "technical" should a Product Manager be?
* Of all forms of research my preference is for customer interviews either over the phone or face-to-face.
* The numbers show the order from most critical (#1: customer segment or person) to least critical (#9: cost structure).
* What are your best practices for user interviews?

**Frequency:** *30*

##### 201912211800-Caffeine Customer Insights-Aha

* As for the mechanics I've written about how to do customer interviews in my free ebook "Customer Interviews: A Field Guide" at http://under10playbook.com/ebooks/customer-interviews 4 Rishabh Saxena Thanks for sharing those points Steve.
* A lot of context and customer emotion gets lost in email or on-screen surveys.
* I have always found a guided conversational format in one on one interviews to be most valuable as it can get you the information you are looking for but also potentially uncover new insights depending on where the conversation goes.
* Grant Novey Customer ally with a focus on product stategy and UX A mistake that I see often is that product managers ask leading questions.

**Frequency:** *30*

##### 201912161900-Caffeine Customer Insights-Aha

* As for the mechanics I've written about how to do customer interviews in my free ebook "Customer Interviews: A Field Guide" at http://under10playbook.com/ebooks/customer-interviews 4 Rishabh Saxena Thanks for sharing those points Steve.
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* Grant Novey Customer ally with a focus on product stategy and UX A mistake that I see often is that product managers ask leading questions.

**Frequency:** *30*

##### 201912151900-Caffeine Customer Insights-Aha

* You can broadly categorize customers into -B2C customer using apps/mobile LESS PATIENCE for lengthy interview Good to ask them 1 or 2 (max) questions where answers are preferably multiple choice -B2C customer using tangible products - MEDIUM PATIENCE for lengthy interview Good to ask them a max of 5 questions with multiple choice Additonally may be OK to add a question with free form response -B2B customer using apps/tanglible - GLAD to provide feedback (pain and improvement suggestions) In most cases you would already have a working relationship with the customer their team etc.
* Customer interview depends on the type of customer.
* Please share your experience on how you prepare for customer interviews?
* Александр Присмотров about a year ago How do you prepare for customer interviews?

**Frequency:** *30*

##### 201912191800-Caffeine Customer Insights-Aha

* Now interview a dozen customers or potential customers.
* How do you resist the "important customer + big opportunity" trap?
* presumably your approach is aligned to your customer success and market leadership.
* Drive early customers.

**Frequency:** *30*

##### 201912182000-Caffeine Customer Insights-Aha

* Customer Misbehavior).
* In the course of a recruitment process I was asked to prepare a case study about a potential solution to a customer's problem.
* Some common ways to do this are by observing the user as they use the current product doing customer interviews reviewing product data looking for insights user testing your existing product or competitor products doing a Concierge MVP and looking at work-arounds existing customers are using to achieve the desired outcome (i.e.
* Justin Williams Mischief & Mayhem about a year ago Hi Marta :) That is a tough one... you might have to validate using a technique called the Live Data Prototype which does involve using Dev time but should be much less work than creating a "real" feature.

**Frequency:** *30*

##### 201912192000-Caffeine Customer Insights-Aha

* Basically we had weekly sprints and in the beginning of the week I set a hypothesis or 2 of them to test together with validation criteria did customer development interviews and came up with conclusion if the hypothesis is valid by the end of the week.
* The key aspect for the discovery phase with the OODA Loop is viewing the OODA Loop from the perspective of a potential opportunity not a potential threat.
* Before interviews I also did a super quick market research just to check if the market is big enough to look at and a kind of internal experts interviews.
* Is there an opportunity for you to take a bit more of a back seat on that one to focus on discovery whilst a product owner focuses more on the delivery sprints?

**Frequency:** *30*

##### 201912181900-Caffeine Customer Insights-Aha

* Product ideas should come from understanding your customer's needs.
* Is this how you imagined the world using your product?
* In a nutshell good product idea come from: Understanding and solving real customer problems Alignment with your product strategy 9 andrea saez Head of Customer Success at ProdPad The correct answer to this should be: everywhere.
* This simple diagram shows the 4 ways to derive insights about what your customer wants.

**Frequency:** *30*

##### 201912191900-Caffeine Customer Insights-Aha

* Using one or two open-ended questions gives potential customers an opportunity to share their specific circumstances with you.
* can give you a better sense of whether YOUR problem is one that really keeps potential customers up at night.
* But if you're not quite there yet because you're still defining the problem there's no replacement for live customer interviews!
* Another technique is to create a video explaining the potential solution to the problem using a prototype.

**Frequency:** *30*

##### 201912212000-Caffeine Customer Insights-Aha

* Using one or two open-ended questions gives potential customers an opportunity to share their specific circumstances with you.
* can give you a better sense of whether YOUR problem is one that really keeps potential customers up at night.
* But if you're not quite there yet because you're still defining the problem there's no replacement for live customer interviews!
* Another technique is to create a video explaining the potential solution to the problem using a prototype.

**Frequency:** *30*

##### 201912171900-Caffeine Customer Insights-Aha

* For more on interviewing see "Customer Interviews: A Field Guide" at http://under10playbook.com/ebooks/customer- interviews How "technical" should a Product Manager be?
* There simply is no substitute for first-hand customer experience.
* using poor methodology).
* One tends to be useless without the other.

**Frequency:** *30*

##### 201912181800-Caffeine Customer Insights-Aha

* For more on interviewing see my free ebook Customer Interviews: A Field Guide at https://www.under10playbook.com/ebooks/customer-interviews 3 Natalie Hirsch This is great thank you Steve!
* Once a customer said "I want to change my answer to that first question again" and proceeded to tell me an amazingly insightful story.
* What are your best practices for user interviews?
* Nowadays I prefer using a third-party simply because of the politics of it all.

**Frequency:** *30*

##### 201912152000-Caffeine Customer Insights-Aha

* Александр Присмотров How do you simplify the process of customer interviews?
* I want to simplify the process of customer interview client negotiations and team meetings.
* What are your best practices for user interviews?
* Let`s say we are conducting a customer interview via Skype Zoom Telegram or another messenger http://prntscr.com/ldinp9 .

**Frequency:** *30*

### Detailed Theme Identifier: 12

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** A customer uses a computer to conduct interviews with customers. [system generated]

**Tags:** *customer interviews | customer using | one | potential customers*

#### Theme Quotes by Interaction

##### 201912171800-Caffeine Customer Insights-Aha

* If you know what need(s) you are trying to satisfy and problems you are trying to solve that should give you some guidance on what customers to start talking to.
* Not to say that they have no value rather it's that to have personas that accurately portray the motivations and values of customer segments requires far more data than most startups or agencies expect or sometimes even have access to.
* Any good examples of presenting a roadmap visually?
* The old "get out of the office" approach has worked with a couple of our incubator clients in that respect with surprising (and valuable ) results.

**Frequency:** *27*

##### 201912212100-Caffeine Customer Insights-Aha

* Does anyone have any advice or know of any good resources that would help me define a product management process for our organization?
* However if I'm using the wrong words to describe my question please let me know and I'll update my post accordingly :-) Background: I am a PM at a company that is transitioning out of the startup phase and we are building out the PM org and adding processes (useful processes hopefully).
* Is it possible to use Scrum without a Scrum Master?
* It also made us agree on goals for the quarter and connect all of our work to those agreed-upon goals.

**Frequency:** *27*

##### 201912161800-Caffeine Customer Insights-Aha

* Add requirements and other feature details Every detail becomes a data point that is reportable.
* If you have statements there are many tools.
* At we hear this a lot — features and requirements spread across multiple tools.
* Are you looking for a new tool to streamline things or hoping to introduce new processes using your current tools?

**Frequency:** *27*

##### 201912211900-Caffeine Customer Insights-Aha

* Most problems are presented in the form of solutions: e.g.
* if no known ways to solve the problem inform the customer that I will need to research and give them a time and method that I will contact them with an update (verify best contact info) the customer within window with an update.
* So they did a Live Data Prototype in production.
* Justin Williams Mischief & Mayhem about a year ago Hi Marta :) That is a tough one... you might have to validate using a technique called the Live Data Prototype which does involve using Dev time but should be much less work than creating a "real" feature.

**Frequency:** *27*

##### 201912151800-Caffeine Customer Insights-Aha

* What are your best practices for user interviews?
* How much time do you usually need to transcribe?
* Claudia Petren User Experience Designer about a year ago Hey there Transcribing interview recordings is time-consuming (no way around that) but definitely worth it.
* I usually follow these steps: Conduct interview and record Immediately after interview capture any key moments on a spreadsheet Share with team via or feature card Transcribe recorded interview (there are services you can use but it can get pricey) Add any new insights discovered from the recording into the spreadsheet (from step 2) Share the complete spreadsheet that highlights all insights to the team again You can share either by adding the spreadsheet link to a feature card or share it via email I hope that helps.

**Frequency:** *27*

##### 201912201900-Caffeine Customer Insights-Aha

* Analytics and Looker for data visualization.
* What tools do you use for product management?
* Bryan McCarty Product Management and Update to my previous comment ^ As you know just a few weeks ago we launched an integration with Analytics.
* Sequel Pro for running DB queries and getting the data we need.

**Frequency:** *27*

##### 201912172000-Caffeine Customer Insights-Aha

* Surveys are a form of quantitative research—the source of statistically valid data.
* Said differently with a survey you don't know what you don't know so a survey won't help.
* Kartik Dadwal Are survey tools like Qualtrics or Survey Monkey useful?
* The product manager of survey tools could learn a lot from a discussion with you and even more watching you try to accomplish your goals with their tools.

**Frequency:** *27*

##### 201912202000-Caffeine Customer Insights-Aha

* You have to know where to look for it.
* In other words – seeing it through and crafting an actual form from the idea.
* Find the hidden treasure (IN DATA) You have a lot of data at your fingertips and it likely hides a hidden treasure just waiting to be found.
* But you can give yourself the best chance for success by gathering new information from outside the organization reexamining the data you already have access to and taking a look at past failures with a different lens.

**Frequency:** *27*

##### 201912201800-Caffeine Customer Insights-Aha

* PMs get work done via influence not authority so soft skills are some of the most powerful tools we have at our disposal.
* They know how business is done in that market.
* These experts know the mechanics of business and can apply that knowledge to your product.
* validating the data isn't just showing what someone wants it to show) will keep you out of a lot of trouble.

**Frequency:** *27*

##### 201912162000-Caffeine Customer Insights-Aha

* When do you use quantitative vs. qualitative research?
* Do you have a business case template to capture the feature + ROI?
* User research - identifying user types personas conducting interviews usability tests etc... Who owns it?
* Ie.

**Frequency:** *27*

##### 201912211800-Caffeine Customer Insights-Aha

* I intercept questions to submitted to our contact form in part to accomplish what I described above.
* I know many answers might be surveys and such but a really basic example from me would be: if you have a website make your contact form one-click away at any time.
* In my org we'll use a survey to recruit users then conduct 5 to 10 interviews (which often include users completing a set of tasks as we observe) then use another survey to validate what we think we learned from the interviews.
* I'm fortunate in that another team defines the personas which we can then use to categorize respondents of the recruiting survey.

**Frequency:** *27*

##### 201912161900-Caffeine Customer Insights-Aha

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**Frequency:** *27*

##### 201912151900-Caffeine Customer Insights-Aha

* I would contact customer service and get contact records for the last 6 months and see if anything unusual has been happening in our relationship.
* Only then I would contact the customer and ask for an interview.
* In this case you can have a long form question with multiple followup interview since the customer understands you are trying to get them a better product/service.
* I would contact our accounting department and check to see if they have had any near term financial issues.

**Frequency:** *27*

##### 201912191800-Caffeine Customer Insights-Aha

* Know that you will see resistance.
* get to know the product Wheres the miss?
* I've taken points at "Learn before you take action" (but know usually you don't have infinity to do that) and "You got the mess because they know you can 'un-mess'".
* Know that whatever you do there isn't a solution where everyone will be happy.

**Frequency:** *27*

##### 201912182000-Caffeine Customer Insights-Aha

* Most problems are presented in the form of solutions: e.g.
* if no known ways to solve the problem inform the customer that I will need to research and give them a time and method that I will contact them with an update (verify best contact info) the customer within window with an update.
* So they did a Live Data Prototype in production.
* Justin Williams Mischief & Mayhem about a year ago Hi Marta :) That is a tough one... you might have to validate using a technique called the Live Data Prototype which does involve using Dev time but should be much less work than creating a "real" feature.

**Frequency:** *27*

##### 201912192000-Caffeine Customer Insights-Aha

* Once you know the full flow then you can break it into smaller features and iterations that can be run in an agile flow but the up front big picture planning is so critical to make sure the small releases really add up to the final product that I prefer to do it separate.
* The way I like to think about it is if you look at a transit map you don't need to break the distance traveled into "space dependent" measurements (miles or feet) to get to where you're going you just need to know which stops are along a specific path and what order they are traveled in.
* Why?
* In terms of running a sprint team whilst trying to do discovery for something big and new that is tough.

**Frequency:** *27*

##### 201912181900-Caffeine Customer Insights-Aha

* David Fradin Product Management and Courses Author Boot Camp Facilitator and Consultant Start with observing what your prospective customer wants to "do" then interview and survey.
* “It isn’t normal to know what we want.
* You never really know where the next big idea lies.
* The most important thing is to let everyone know it is ok for them to send ideas your way and have the understand what that process looks like for you.

**Frequency:** *27*

##### 201912191900-Caffeine Customer Insights-Aha

* I am thinking secondary research and surveys to fill the gaps would be helpful but I'm not sure how to phrase the question for a survey in a way that will get useful data.
* A survey is a good quantitative tool for measuring interest.
* As you said here you'll get better data by avoiding leading questions.
* As Steve notes surveys can be an effective way to gather feedback -- especially if you keep them short and sweet.

**Frequency:** *27*

##### 201912212000-Caffeine Customer Insights-Aha

* I am thinking secondary research and surveys to fill the gaps would be helpful but I'm not sure how to phrase the question for a survey in a way that will get useful data.
* A survey is a good quantitative tool for measuring interest.
* As you said here you'll get better data by avoiding leading questions.
* As Steve notes surveys can be an effective way to gather feedback -- especially if you keep them short and sweet.

**Frequency:** *27*

##### 201912171900-Caffeine Customer Insights-Aha

* Quantitative: Data is objective and typically collected through A/B testing analytics tracking tools or even surveys.
* For these a survey can be executed right off.
* But I may conduct a survey that asks a question like "How well did this feature meet your needs?"
* Qualitative methods help you identify what you don't already know; quantitative helps you measure what you know.

**Frequency:** *27*

##### 201912181800-Caffeine Customer Insights-Aha

* Sales people don't know why they lose.
* Nor do they know why they win.
* What should I know about you and your approach to buying products?
* One company I was at we had a process very similar to what Steve outlined and we thought we had good accurate results from our phone surveys with customers and opportunities that went to competitors.

**Frequency:** *27*

##### 201912152000-Caffeine Customer Insights-Aha

* Would love to know more about how you solve these problems!
* Product School: Which course is better and why?
* Hi!
* I want to simplify the process of customer interview client negotiations and team meetings.

**Frequency:** *27*

### Detailed Theme Identifier: 13

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**Fortune:** A survey is a collection of data that can be used to determine what type of person is eligible for a job or job title. [system generated]

**Tags:** *accomplish | contact form | data survey | know | survey tools | surveys*

#### Theme Quotes by Interaction

##### 201912171800-Caffeine Customer Insights-Aha

* 2 John Eaton Client Strategist at Macomb-OU Incubator As a long time PM now in a consulting role for start-ups & entrepreneurs I'd say the focus ought to be on end-user/customer discovery and persona development.
* What a good PM can offer is a broader view and context.
* Any good examples of presenting a roadmap visually?
* Products \*should\* provide value and solve one or more customer needs.

**Frequency:** *26*

##### 201912212100-Caffeine Customer Insights-Aha

* I will have to check out /PM Guide and I did subscribe to the podcast you recommended.
* :) So you can always check out but we've also written and shared a PM Guide that you may find useful.
* Another resource that may help is Intercom's podcast.
* They interview product leaders from all sorts of companies so there's a variety of perspectives..

**Frequency:** *26*

##### 201912161800-Caffeine Customer Insights-Aha

* And finally — the good news — you can sign up for a free 30-day trial of Check it out and see what you think.
* Chris Guyette about a year ago Hi Barry thank you for your answer.
* The trick here is to maintain any given information in only one place.
* 2 Chris Guyette about a year ago Hi David thank you for your answer.

**Frequency:** *26*

##### 201912211900-Caffeine Customer Insights-Aha

* While I have pretty solid product idea I am afraid I can fail the interview just because I don't understand the question.
* Jim Begley Technical PM fluent in lean startups and ITSM business about a year ago I sense the question is asking more about your methodology for dealing with customers then how you would solve a specific problem.
* Chris Carruth CPO Product Development Product Manager Program Manager FP&A – Tech | Video | CPG | Apps | Media about a year ago At a generic level Justin's framework is reasonable.
* Some common ways to do this are by observing the user as they use the current product doing customer interviews reviewing product data looking for insights user testing your existing product or competitor products doing a Concierge MVP and looking at work-arounds existing customers are using to achieve the desired outcome (i.e.

**Frequency:** *26*

##### 201912151800-Caffeine Customer Insights-Aha

* How do you transcribe the interview?
* How do you build this process (interview and transfer of information to colleagues)?
* Several follow-up questions: How long usually lasts your interview?
* Actually the interview process itself in our and your case is very similar.

**Frequency:** *26*

##### 201912201900-Caffeine Customer Insights-Aha

* We're a fairly small Engineering/Product team so PM's have to be pretty scrappy: Invision GIMP and Sketch for prototyping and design.
* Olga Startup-er 1) Stories: both in /Confluence and in G-docs 2) Roadmap: Roadmap Planner (a tool on strategy planning) and TeamGantt (for PM purposes) 3) Priorities: G-docs; Notes/ideas: Roadmap Planner (backlogs section) 4) Cold emails Skype/Hangout calls conferences exhibitions 5) Hubspot (not too happy with it but Bitrix/Pipedrive/others are not much better) G-Analytics YesWare Alexander Rossbach Product Manager at Liftopia Stories and bug tracking: YouTrack Roadmap: Slides Priorities: Doc Customer Feedback: ZenDesk as well as emails phone calls and user interviews.
* Product teams can now track user engagement data from Analytics directly in See it in action here: https://blog.aha.io/understand-your-users-with-the-aha-google-analytics-integration
* Where do you keep your roadmap?

**Frequency:** *26*

##### 201912172000-Caffeine Customer Insights-Aha

* You can never beat sitting with a customer (hopefully face-to-face otherwise virtually) and going through an interview or observation.
* thanks Kartik
* A survey is used when you know what you're trying to prove or disprove.
* But a survey cannot help you if you don't know what questions to ask.

**Frequency:** *26*

##### 201912202000-Caffeine Customer Insights-Aha

* 5 Ron Yang Senior Director of PM/UX -- the world's #1 product roadmap and marketing planning software Product improvements keep your team energized and your customers happy.
* But you can give yourself the best chance for success by gathering new information from outside the organization reexamining the data you already have access to and taking a look at past failures with a different lens.
* Here are a few of them: Seek out new information (OUTSIDE YOUR ORG) The biggest ideas are likely to be found outside your organization or at least the data that leads you to the next big feature idea.
* Jairus Streight Product & Developement @ The Number Creative Internal necessity !

**Frequency:** *26*

##### 201912201800-Caffeine Customer Insights-Aha

* Check out Cracking the PM Interview.
* Another great resource is Cracking the PM Interview book.
* an early-stage startup PM has vastly different responsibilities than one in a large organization).
* I'm finding that I'm learning so much just by taking on PM related responsibilities in my current role.

**Frequency:** *26*

##### 201912162000-Caffeine Customer Insights-Aha

* Depending on the size of your organization different titles may perform research on different elements.
* When do you use quantitative vs. qualitative research?
* is a tool that can be used by anyone.
* User research - identifying user types personas conducting interviews usability tests etc... Who owns it?

**Frequency:** *26*

##### 201912211800-Caffeine Customer Insights-Aha

* I'll surely check it out.
* (Not all orgs have this capability due to security) Ask your sales team for some key contacts at the organization that bought your software.
* I personally use a few techniques for this: If you have access check your registered users database and pick a few names.
* Roger L. Cauvin Director of Products Observe or interview prospective customers and users to understand the "jobs" they do on a regular basis what the desired outcomes are and what challenges they face along the way.

**Frequency:** *26*

##### 201912161900-Caffeine Customer Insights-Aha

* I'll surely check it out.
* (Not all orgs have this capability due to security) Ask your sales team for some key contacts at the organization that bought your software.
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**Frequency:** *26*

##### 201912151900-Caffeine Customer Insights-Aha

* I would contact our accounting department and check to see if they have had any near term financial issues.
* Jim Begley Technical PM fluent in lean startups and ITSM business about a year ago Regardless of why I was going to interview a customer I had a checklist of what I would do before getting contacting the customer directly.
* Customer interview depends on the type of customer.
* Only then I would contact the customer and ask for an interview.

**Frequency:** *26*

##### 201912191800-Caffeine Customer Insights-Aha

* Already in the role and it gets dumped on you?
* Don't expect much but do interview them creatively.
* You have probably proven that you can deliver and someone or some other group has failed in their fundamental responsibilities.
* Now interview a dozen customers or potential customers.

**Frequency:** *26*

##### 201912182000-Caffeine Customer Insights-Aha

* While I have pretty solid product idea I am afraid I can fail the interview just because I don't understand the question.
* Jim Begley Technical PM fluent in lean startups and ITSM business about a year ago I sense the question is asking more about your methodology for dealing with customers then how you would solve a specific problem.
* Chris Carruth CPO Product Development Product Manager Program Manager FP&A – Tech | Video | CPG | Apps | Media about a year ago At a generic level Justin's framework is reasonable.
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**Frequency:** *26*

##### 201912192000-Caffeine Customer Insights-Aha

* Before interviews I also did a super quick market research just to check if the market is big enough to look at and a kind of internal experts interviews.
* This was simply talking to Tanzanian colleagues to check if the hypothesis makes sense and if there're serious legal/cultural barriers as the project was aiming at Tanzania and African markets in general.
* AJ&Smart an agency that helps product teams run sprints have figured out a way of running them over 4 days without needing to have key stakeholders involved in each day (check out the overview here).
* (If you look it up look up "OODA Loop for Business" to skip the military strategy writings)

**Frequency:** *26*

##### 201912181900-Caffeine Customer Insights-Aha

* Re-imagine your product's vision and give a reality check.
* David Fradin Product Management and Courses Author Boot Camp Facilitator and Consultant Start with observing what your prospective customer wants to "do" then interview and survey.
* What are your most important KPIs you track as a Product Owner?
* The keen ability to observe their customers in real life situations translate needs into ideas.

**Frequency:** *26*

##### 201912191900-Caffeine Customer Insights-Aha

* The first step in understanding a problem is always to interview and/or observe the people who have the problem you're proposing to solve.
* Product School: Which course is better and why?
* The key is to ask only a few questions--in this case "Do you experience this problem?"
* I’ve described these techniques fully in my new book Turn Into Products available from .

**Frequency:** *26*

##### 201912212000-Caffeine Customer Insights-Aha

* The first step in understanding a problem is always to interview and/or observe the people who have the problem you're proposing to solve.
* Here are some ways to get customer feedback fast and some ways to think about all that feedback once you have it.
* How widespread is the problem?
* Once you're a little closer to having something to deliver you can ask people to pre-pay for the solution.

**Frequency:** *26*

##### 201912171900-Caffeine Customer Insights-Aha

* Every product manager and product owner should interview and observe customers.
* 4 Ron Yang Senior Director of PM/UX -- the world's #1 product roadmap and marketing planning software As product managers we use research to inform decisions and direction of the product.
* What are your best practices for user interviews?
* 2 Bill Sheehan Product Management Quantitative best when you need to determine to true value of something: "How much is it worth to you?"

**Frequency:** *26*

##### 201912181800-Caffeine Customer Insights-Aha

* In particular for loss analysis does anyone have any helpful language that they use when asking a lost opportunity for their time in conducting the interview?
* I wrote an article about win loss and the buyer's journey with links to two companies who specialize in win/loss analysis.
* Win/Loss analysis is a powerful research technique that should be used by product managers to get insight on product and used by product marketing to get insight on promotion.
* What should I know about you and your approach to buying products?

**Frequency:** *26*

##### 201912152000-Caffeine Customer Insights-Aha

* If the interview is over the phone and the client/customer is talkative enough it's possible to take notes of at least of the most important things during the interview.
* I want to simplify the process of customer interview client negotiations and team meetings.
* Let`s say we are conducting a customer interview via Skype Zoom Telegram or another messenger http://prntscr.com/ldinp9 .
* Interview recordings is a nice thing to have but honestly I almost never listen to them as it's very time consuming and actually you don't really need every signle word the customer said (except for cases when you re signing smth like a memorandum of understanding with the client) if you have a clear objective what you want to get before starting the meeting/interview you'll probably be able to write the key points down right after the conversation.

**Frequency:** *26*

### Detailed Theme Identifier: 14

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Pms check their roles during a podcast. [system generated]

**Tags:** *check | cracking pm interview | organization | pms | podcast | responsibilities | role*

#### Theme Quotes by Interaction

##### 201912171800-Caffeine Customer Insights-Aha

* Focus on the 1-1 relationships and solving just one key problem for your customers.
* Hence going back to "basics" using personas as one tool to clarify who the product is for and what problem its meant to solve.
* Do you share your product roadmap publicly with customers?
* Products \*should\* provide value and solve one or more customer needs.

**Frequency:** *24*

##### 201912212100-Caffeine Customer Insights-Aha

* All of the sudden we had to determine who needed to approve features develop a mechanism for prioritizing our work and figure out the right type of roadmaps to share with leadership and customers.
* Is it possible to use Scrum without a Scrum Master?
* However if I'm using the wrong words to describe my question please let me know and I'll update my post accordingly :-) Background: I am a PM at a company that is transitioning out of the startup phase and we are building out the PM org and adding processes (useful processes hopefully).
* It also made us agree on goals for the quarter and connect all of our work to those agreed-upon goals.

**Frequency:** *24*

##### 201912161800-Caffeine Customer Insights-Aha

* Chris Guyette about a year ago Hi Barry thank you for your answer.
* it's very easy to link to Confluence for context.
* I really appreciate that.
* 2 Chris Guyette about a year ago Hi David thank you for your answer.

**Frequency:** *24*

##### 201912211900-Caffeine Customer Insights-Aha

* If I were to choose the most simplistic and universal process for me it would be to: Ask questions listen actively and repeat back to the customer until I understand the problem insure the customer with empathy determine if solving the problem is within my power or finding someone who is if enabled suggest known ways to solve the customers problem (consult docs and peers.)
* Marta Jurasik about a year ago Can you describe your approach to solving a customer's problem?
* A "customer's" problem and how you solve it hinges on defining this.
* if no known ways to solve the problem inform the customer that I will need to research and give them a time and method that I will contact them with an update (verify best contact info) the customer within window with an update.

**Frequency:** *24*

##### 201912151800-Caffeine Customer Insights-Aha

* How do you solve it?
* Do you have a similar problem?
* So maybe you face the similar problem in your practice?
* When I have some business conversation call (it maybe not just customer interview but dialog with teammate niche expert etc) I often face the following problem: During the call I find that I heard a bit of really important information.

**Frequency:** *24*

##### 201912201900-Caffeine Customer Insights-Aha

* Product teams can now track user engagement data from Analytics directly in See it in action here: https://blog.aha.io/understand-your-users-with-the-aha-google-analytics-integration
* So good news!
* Pendo full story google analytics et al.
* Are you using any other tools in your day-to-day?

**Frequency:** *24*

##### 201912172000-Caffeine Customer Insights-Aha

* That is your product idea is in the delta between what currently exists and the problem you're trying to solve.
* Start with a problem statement and then define what you want to learn through research.
* thanks Kartik
* Steve Johnson author speaker consultant.

**Frequency:** *24*

##### 201912202000-Caffeine Customer Insights-Aha

* It is more focused than brainstorming often guided by a known need or a pre-set requirement.
* Some of my best ideas have come from taking past feature explorations that were cut and reimagining how they could be used to solve new problems.
* 5 Ron Yang Senior Director of PM/UX -- the world's #1 product roadmap and marketing planning software Product improvements keep your team energized and your customers happy.
* Jairus Streight Product & Developement @ The Number Creative Internal necessity !

**Frequency:** *24*

##### 201912201800-Caffeine Customer Insights-Aha

* In my experiences these skills helped me to start contributing to my team right away: Problem solving - if someone can solve a generic problem that process can be applied to solve similar problems or problems of the same structure.
* They understand the problems that your product endeavors to solve regardless of the market or industry.
* I’ve discovered ten thousand ways that don’t work."
* A good product manager must understand that the value they bring to the team is in understanding the market (what problems we are solving for whom why they matter...) and not in designing a solution.

**Frequency:** *24*

##### 201912162000-Caffeine Customer Insights-Aha

* When do you use quantitative vs. qualitative research?
* Do you have a business case template to capture the feature + ROI?
* User research - identifying user types personas conducting interviews usability tests etc... Who owns it?
* Ie.

**Frequency:** *24*

##### 201912211800-Caffeine Customer Insights-Aha

* Usually during these conversations you can solicit some extra feedback particularly if you built up some trust by solving their problem.
* There are many ways to tackle user research but do not let the uncertainty of the outcome prevent you from starting it!
* Roger L. Cauvin Director of Products Observe or interview prospective customers and users to understand the "jobs" they do on a regular basis what the desired outcomes are and what challenges they face along the way.
* The second biggest mistake you can make is not talking to your customers."

**Frequency:** *24*

##### 201912161900-Caffeine Customer Insights-Aha

* Usually during these conversations you can solicit some extra feedback particularly if you built up some trust by solving their problem.
* There are many ways to tackle user research but do not let the uncertainty of the outcome prevent you from starting it!
* Roger L. Cauvin Director of Products Observe or interview prospective customers and users to understand the "jobs" they do on a regular basis what the desired outcomes are and what challenges they face along the way.
* The second biggest mistake you can make is not talking to your customers."

**Frequency:** *24*

##### 201912151900-Caffeine Customer Insights-Aha

* The engagement and the willingness to understand the customer's needs/pain will make you a better choice.
* (At times an interview could help solve some of the above issues at other times they would not so another customer was selected.
* You can broadly categorize customers into -B2C customer using apps/mobile LESS PATIENCE for lengthy interview Good to ask them 1 or 2 (max) questions where answers are preferably multiple choice -B2C customer using tangible products - MEDIUM PATIENCE for lengthy interview Good to ask them a max of 5 questions with multiple choice Additonally may be OK to add a question with free form response -B2B customer using apps/tanglible - GLAD to provide feedback (pain and improvement suggestions) In most cases you would already have a working relationship with the customer their team etc.
* How "technical" should a Product Manager be?

**Frequency:** *24*

##### 201912191800-Caffeine Customer Insights-Aha

* Understand the problem they're trying to solve and how (or if) your product solves it.
* You'll need to do some discovery to understand what problem you're trying to solve - whether it's the product the development team or expectations.
* Now interview a dozen customers or potential customers.
* Then start building a plan to make the product achieve the requirements (solve the problem).

**Frequency:** *24*

##### 201912182000-Caffeine Customer Insights-Aha

* If I were to choose the most simplistic and universal process for me it would be to: Ask questions listen actively and repeat back to the customer until I understand the problem insure the customer with empathy determine if solving the problem is within my power or finding someone who is if enabled suggest known ways to solve the customers problem (consult docs and peers.)
* Marta Jurasik about a year ago Can you describe your approach to solving a customer's problem?
* A "customer's" problem and how you solve it hinges on defining this.
* if no known ways to solve the problem inform the customer that I will need to research and give them a time and method that I will contact them with an update (verify best contact info) the customer within window with an update.

**Frequency:** *24*

##### 201912192000-Caffeine Customer Insights-Aha

* We're trying to be clear about the problem we're trying to solve and for who.
* This is how I have been thinking about the problem also.
* This precise estimation is hard to make before interviews but it gives you some baseline against which you are measuring the problem significance .
* For validation you need to set how many of the interviewees face the problem how often and how much money/time they are loosing because of it e.g.

**Frequency:** *24*

##### 201912181900-Caffeine Customer Insights-Aha

* That will tell you exactly the problem(s) they are trying to solve.
* A product is designated to solve a problem but not every user facing the problem is in a similar frame of mind while using your product.
* If you are able to look and find the issues or problems your customers are facing then ur innovation can build a product who can solve it.
* The goal is not to be innovative in the problem statement.

**Frequency:** *24*

##### 201912191900-Caffeine Customer Insights-Aha

* Here are some ways to get customer feedback fast and some ways to think about all that feedback once you have it.
* There are a few I've found - as far as solving the whole problem there are services that do that but I haven't found anyone else solving the whole problem in a more scalable way with technology.
* To your questions: Are there already products/services that solve that particular problem?
* can give you a better sense of whether YOUR problem is one that really keeps potential customers up at night.

**Frequency:** *24*

##### 201912212000-Caffeine Customer Insights-Aha

* Here are some ways to get customer feedback fast and some ways to think about all that feedback once you have it.
* There are a few I've found - as far as solving the whole problem there are services that do that but I haven't found anyone else solving the whole problem in a more scalable way with technology.
* To your questions: Are there already products/services that solve that particular problem?
* can give you a better sense of whether YOUR problem is one that really keeps potential customers up at night.

**Frequency:** *24*

##### 201912171900-Caffeine Customer Insights-Aha

* Hearing the way users or customers describe their problem in their own words can result in insights that data alone masks.
* Once you understand your goal you can leverage the right type of research.
* Every product manager and product owner should interview and observe customers.
* I want to approach the learning from many different directions and in many different ways to maximize my learning.

**Frequency:** *24*

##### 201912181800-Caffeine Customer Insights-Aha

* I want to make sure they understand that my goal is to objectively learn and that we're no longer pursuing them as a sales lead.
* It's like customers forget they're talking to a vendor after a few minutes and they really open up.
* First of all it's not their job; second customers lie to them so they won't try to reopen the deal.
* However the folks at corporate hired a big name in consulting to talk to some of the same customers we talked to and wow were we surprised by how much more accurate and biting the commentary was.

**Frequency:** *24*

##### 201912152000-Caffeine Customer Insights-Aha

* Would love to know more about how you solve these problems!
* Still sometimes I have problems of not taking down smth important and then forgetting it or beign unable to understand my notes or slowing down the communication because I'm making notes at the same time.
* Product School: Which course is better and why?
* Hi!

**Frequency:** *24*

### Detailed Theme Identifier: 15

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Ways to solve a problem for your customers. [system generated]

**Tags:** *customers problem | known ways solve | solving | understand*

#### Theme Quotes by Interaction

# Sub-Study Identifier: 2 — In 2021 evaluate if the problem is still acute and identify target users.

## Summary Theme

This is the summary theme for the entire sub-study. Using natural language processing mediumroast.io has detected the associated tags and quotes matched to the tags. It is a generalization of the sub-study and accompanies the discrete detailed themes.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** A map of the market with hundreds of products and the value of feedback from customers and management. [system generated]

**Tags:** *ability ar culate | business intelligence | customer feedback market | customer value | di erent | et cetera | hundreds hundreds | next year | pla orm | product management | product team | ques ons | road map*

### Theme Quotes

* “I really like the 2nd pillar of your value proposition that speaks to providing visibility to all key stakeholders from other groups and bring them together to collaborate” Next Steps Rizwan/Michael to get a pitch deck and email connection to Andrew.For everything lives in Jira and Confluence The startup that I work for uses Pivotal Tracker For document management and information sharing they use Confluence Findings Suggests that the user persona is clearly in the Product organization and believes this is best suited for Cloud Native companies rather than Enterprise companies.The company that I work with struggles with capturing customer input.Essentially a lot of PMs try to mine Salesforce but the kind of qualitative data needed to really design a product cannot be found in Salesforce.
* C Poor es mates late projects et cetera et cetera and .C Ques ons for us and like the product team will sit listen and answer any ques ons they have and and through those conversa ons we also o en get feedback and and requests for features and like we ask about customer like feature value and that sort of thing.C The new pla orm.C 'cause it was like I had a di erent manager like enterprise business slow ramp.
* When I'm looking at the market intelligence.A road map.Asking the right ques ons.Uhm do you guys have a struggle by se ng growth priori es without ge ng customer feedback or market feedback?
* I would say the number one most di cult is se ng road map priori es without customer feedback or market feedback.Managing product road map.For them and for you it's more di cult than road map priori za on that your frustra on with the customer with the user ability to ar culate their problems that they have.Would you consider that to be more di cult than your ability or their ability to ar culate the problems that they're facing?
* Team to build product.I work with one person who is the representa ve from the OPS team to help me to provide their feedback to channel the feedback because there are hundreds and hundreds of more than hundreds of hops spread across the world.Let me ask you a couple of ques ons related to how you or your team capture customer and compe ve insights right?All those things we gather with them either during the road map before the road map crea on or in a biweekly sync up.
* “We pay lip service to being customer and market focused.“Is there some way you could put an opportunity value or something related to customer spend in the company demographics.and other tools like Salesforce map to the concept of mediumroast being a kind of middleware between various sources of data for Product Managers to work on.2.The product team’s budget accounts 3.Funded out of my team 4.I currently fund about full seats with potentially up to 0 that are read only Do you think there is room to buy a tool like this?
* Some other ques ons but uhm.Their business and.A lot of these teams don't have a road map that goes out past three months.You go ahead and undo your road map or your consolida on strategy.
* Seguirán DAX de ne the road map for the next year Old the road map of the World next year Old by speci c que.Sigue tu esposo por sandwichera weaving working with girl from di erent customs background and work Cover test feedback for Basic ley de ne what is the way you and the road map for the next next.En number two cu ng consensus and Direc on and three es de customer feedback Market valida on more on the customer feedback Market valida on.Game IT Dont Not Black in the customer value en pick for delivery de customer value.

## Detailed Themes

Here are the discrete themes for the sub-study. Since we need enough unique tags to check the individual interactions in the sub-study for relevant text snippets and quotes you may find discrete themes without quotes. We do not strike them from the report because we believe it is important to see what the mediumroast.io detected for transparency purposes.

### Detailed Theme Identifier: 1

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Yeah thats a cool one... i think i would do it again if i had the chance. [system generated]

**Tags:** *cool | know | ok | one | right | so | thats | would | yeah yeah*

#### Theme Quotes by Interaction

##### 202107091400-Caffeine Customer Insights-VMware

* Attendees Michael Hay Rizwan Muhammad Andrew Nielsen (Marketing at + Startup Consultant) Questions Do you feel that your company is doing well with capturing customer and competitive insights for the purposes of building the right products and services?
* Enterprise companies may have an elongated acquisition process whereas Cloud Native companies can quickly acquire via credit cards and expense processes.
* If so what is the approach taken?
* The company that I work with struggles with capturing customer input.

**Frequency:** *181*

##### 202107281900-Caffeine Customer Insights-Google

* LDR OK So what?
* C When the engineers es mated.
* LDR How do you OK?
* C OK for UX right?

**Frequency:** *181*

##### 202108091407-Caffeine Customer Insights-JP Morgan Chase

* OK uhm.
* OK so tell me this key OK?
* De nes the backlog and de nes the measurable objec ves in the metrics that will be centralized as OK.
* OK what about the?

**Frequency:** *181*

##### 202107301345-Caffeine Customer Insights-Microsoft

* That that's de nitely the lowest.
* OK OK that's that's.
* OK yeah so.
* And then yeah se ng road map priori es is 2.

**Frequency:** *181*

##### 202108051509-Caffeine Customer Insights-eBay

* OK OK perfect and.
* OK that OK that makes sense?
* Basically helping their customers understand the like.
* Your mee ng OK?

**Frequency:** *181*

##### 202107231300-Caffeine Customer Insights-Hitachi

* That don’t trace back to customers.” .
* Attendees Michael Hay Rizwan Muhammad Leo Del Riego Andrew Nielsen (Vice President of PM at ) Questions Do you feel that your company is doing well with capturing customer and competitive insights for the purposes of building the right products and services?
* Ultimately you end up with features and dates and potentially disappointed customers who don’t see their needs reflected.
* In particular providing backwards reporting what customers asked for specific features and if/when those features were implemented is something that he was keen on.

**Frequency:** *181*

##### 202108041019-Caffeine Customer Insights-Providence Health and Services

* There's de nite.
* Is what really helps the business and the customers.
* Saying and OK you should own this because you support this business func on and so they're s ll parsing out which apps are going to be you know be owned.
* You know basically one applica on that all these di erent healthcare facili es use so that's another thing is to you know get them to reduce their applica on footprint by just.

**Frequency:** *181*

##### 202108031722-Caffeine Customer Insights-Amazon

* ¿OK?
* ¿OK?
* ¿OK?
* ¿OK?

**Frequency:** *181*

### Detailed Theme Identifier: 2

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Hay que es ok en el a<unk>o y en los d<unk>as. [system generated]

**Tags:** *background | customers | de | en | es | hay | ok | que*

#### Theme Quotes by Interaction

##### 202107091400-Caffeine Customer Insights-VMware

* If you do have a process what tooling are you using?
* Believes primary users of this kind of tool would be PM PMO PO Quotes “It feels very much like a cloud native tool or something.” “When I was at a startup with Dina I could easily ask her to try a tool and she’d whip out her credit card to try.” “[We] cannot get the right data to build the right thing and satisfy customer needs.” “Could this tool be used to drive continuous deployment pipelines?” “You can defend the roadmap I really like that quote from the presentation.” “It used to be that for a customer research project you’d dedicate 2 FTEs for a month to get some data.
* Attendees Michael Hay Rizwan Muhammad Andrew Nielsen (Marketing at + Startup Consultant) Questions Do you feel that your company is doing well with capturing customer and competitive insights for the purposes of building the right products and services?
* With this tool I think you can avoid that time.” “This eliminates the surprises between Engineering and PM.” “I like the tool I see the presentation building and I can sense the momentum.” “I used to use spreadsheets to capture this kind of data and I think a lot of PMs still do.” .

**Frequency:** *88*

##### 202107281900-Caffeine Customer Insights-Google

* LDR Right?
* LDR OK So what?
* LDR That's it.
* LDR How do you OK?

**Frequency:** *88*

##### 202108091407-Caffeine Customer Insights-JP Morgan Chase

* Right?
* OK uhm.
* OK so tell me this key OK?
* OK what about the?

**Frequency:** *88*

##### 202107301345-Caffeine Customer Insights-Microsoft

* Number two OK uh you?
* Have them right.
* All right so I'm going to give you 2.
* OK OK that's that's.

**Frequency:** *88*

##### 202108051509-Caffeine Customer Insights-eBay

* OK OK perfect and.
* Right?
* OK that OK that makes sense?
* Uh yeah.

**Frequency:** *88*

##### 202107231300-Caffeine Customer Insights-Hitachi

* You need the right process and a “stick to it” approach.
* 2.The product team’s budget accounts 3.Funded out of my team 4.I currently fund about full seats with potentially up to 0 that are read only Do you think there is room to buy a tool like this?
* Do you have historical context explaining why you’re building something?
* “If you show up 2 years later and you haven’t done anything.

**Frequency:** *88*

##### 202108041019-Caffeine Customer Insights-Providence Health and Services

* The other yeah the other thing is like like uh you think about it like a demo team or something like that?
* Uh interac on and things like that so there's a lot of opportunity to.
* I mean right so?
* Saying and OK you should own this because you support this business func on and so they're s ll parsing out which apps are going to be you know be owned.

**Frequency:** *88*

##### 202108031722-Caffeine Customer Insights-Amazon

* ¿OK?
* ¿OK?
* ¿OK?
* ¿OK?

**Frequency:** *88*

### Detailed Theme Identifier: 3

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** I like the ldr uh ok. [system generated]

**Tags:** *ldr like | ldr ok | ldr uh | right ldr | you ldr*

#### Theme Quotes by Interaction

##### 202107091400-Caffeine Customer Insights-VMware

* Believes primary users of this kind of tool would be PM PMO PO Quotes “It feels very much like a cloud native tool or something.” “When I was at a startup with Dina I could easily ask her to try a tool and she’d whip out her credit card to try.” “[We] cannot get the right data to build the right thing and satisfy customer needs.” “Could this tool be used to drive continuous deployment pipelines?” “You can defend the roadmap I really like that quote from the presentation.” “It used to be that for a customer research project you’d dedicate 2 FTEs for a month to get some data.
* “I really like the 2nd pillar of your value proposition that speaks to providing visibility to all key stakeholders from other groups and bring them together to collaborate” Next Steps Rizwan/Michael to get a pitch deck and email connection to Andrew.
* With this tool I think you can avoid that time.” “This eliminates the surprises between Engineering and PM.” “I like the tool I see the presentation building and I can sense the momentum.” “I used to use spreadsheets to capture this kind of data and I think a lot of PMs still do.” .
* Andrew to connect us to Dina

**Frequency:** *85*

##### 202107281900-Caffeine Customer Insights-Google

* C Privacy bit a security bit a legal bit.
* C Uh PM Biden end bit a lead bit like all these bits and so like.
* C It always felt like our processes overall like we're in a constant state of matura on and so like they were always like half baked processes like hey like.
* LDR It was always we.

**Frequency:** *85*

##### 202108091407-Caffeine Customer Insights-JP Morgan Chase

* So it's a li le bit about that.
* Morgan overall uh.
* Uh to customer assessment yeah?
* Uh you know working with all the stakeholders very closely the CAP sessions that I host and the few other ac vi es like releasing you know launching roadshows and other things.

**Frequency:** *85*

##### 202107301345-Caffeine Customer Insights-Microsoft

* I'm guessing there's always something like.
* It's like the.
* I feel like we get so li le done 'cause we just have so few engineers.
* That there is but we have a so it's it's very much a situa on of the loudest.

**Frequency:** *85*

##### 202108051509-Caffeine Customer Insights-eBay

* You a li le bit about what?
* Uh yeah.
* I would say and apart from it pre y much I think those are input criterias.
* For me like.

**Frequency:** *85*

##### 202107231300-Caffeine Customer Insights-Hitachi

* and other tools like Salesforce map to the concept of mediumroast being a kind of middleware between various sources of data for Product Managers to work on.
* 2.The product team’s budget accounts 3.Funded out of my team 4.I currently fund about full seats with potentially up to 0 that are read only Do you think there is room to buy a tool like this?
* Especially given the retirement of the 50+ crowd.”
* 4.Unless someone is actively managing the !

**Frequency:** *85*

##### 202108041019-Caffeine Customer Insights-Providence Health and Services

* That li le bit.
* The other yeah the other thing is like like uh you think about it like a demo team or something like that?
* So hey we need a vaccina on.
* Uh interac on and things like that so there's a lot of opportunity to.

**Frequency:** *85*

##### 202108031722-Caffeine Customer Insights-Amazon

* ¿Hey hay líos Incorporated and Black?
* Aplaude Solu ons architects People like you have Experience ind situa on.
* Dicen Pack máster en Impact for example demos pico like you is for example reduc on of cost a Head.
* ¿Morgan detenga Oriente árboles like y uno ella me acostumbre a llamarían an dobles customer and tract representen this way with diamonds and you?

**Frequency:** *85*

### Detailed Theme Identifier: 4

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Hey uh i like this a bit but i cant always get it right. [system generated]

**Tags:** *always | bit | cant | cause | ive | like hey | much | uh*

#### Theme Quotes by Interaction

##### 202107091400-Caffeine Customer Insights-VMware

* Believes primary users of this kind of tool would be PM PMO PO Quotes “It feels very much like a cloud native tool or something.” “When I was at a startup with Dina I could easily ask her to try a tool and she’d whip out her credit card to try.” “[We] cannot get the right data to build the right thing and satisfy customer needs.” “Could this tool be used to drive continuous deployment pipelines?” “You can defend the roadmap I really like that quote from the presentation.” “It used to be that for a customer research project you’d dedicate 2 FTEs for a month to get some data.
* “I really like the 2nd pillar of your value proposition that speaks to providing visibility to all key stakeholders from other groups and bring them together to collaborate” Next Steps Rizwan/Michael to get a pitch deck and email connection to Andrew.
* With this tool I think you can avoid that time.” “This eliminates the surprises between Engineering and PM.” “I like the tool I see the presentation building and I can sense the momentum.” “I used to use spreadsheets to capture this kind of data and I think a lot of PMs still do.” .
* Andrew to connect us to Dina

**Frequency:** *68*

##### 202107281900-Caffeine Customer Insights-Google

* C 'cause it was like I had a di erent manager like enterprise business slow ramp.
* LDR Applica ons like if.
* And so that means you know over these quarters you'll be working on these di erent.
* C 'cause of data regula ons.

**Frequency:** *68*

##### 202108091407-Caffeine Customer Insights-JP Morgan Chase

* 00:000 Speaker 1 In case that's very cool perfect all right.
* 00:055 Speaker 1 You have customer input and I'm trying to understand what is the process that you guys follow to set up your priori es based on those di erent inputs right?
* Now then I s tch it into tac cal metrics or measurable outcomes or measurable objec ves that I need to build on the pla orm itself and I. I would then synthesize those metrics into di erent streams or di erent goals that are are cri cal or you know measurable for the teams to follow so that de nes my road map.
* Asking the right ques ons.

**Frequency:** *68*

##### 202107301345-Caffeine Customer Insights-Microsoft

* Terms like cap ons.
* So I turned on the cap ons.
* It's like the.
* OK so it's more di cult.

**Frequency:** *68*

##### 202108051509-Caffeine Customer Insights-eBay

* 00:057 Speaker 1 Woodworking it's it's completely di erent I like.
* 00:000 Speaker 2 I moved to a marke ng tech and I'm more into like a pla orm now.
* It's a di erent look and feel right?
* Basically those are all di erent campaigns.

**Frequency:** *68*

##### 202107231300-Caffeine Customer Insights-Hitachi

* and other tools like Salesforce map to the concept of mediumroast being a kind of middleware between various sources of data for Product Managers to work on.
* 2.The product team’s budget accounts 3.Funded out of my team 4.I currently fund about full seats with potentially up to 0 that are read only Do you think there is room to buy a tool like this?
* Especially given the retirement of the 50+ crowd.”
* 4.Unless someone is actively managing the !

**Frequency:** *68*

##### 202108041019-Caffeine Customer Insights-Providence Health and Services

* 00:0 Speaker 2 So like our applica on teams are very di erent than what you know.
* 00:000 Speaker 2 Essen ally you know they they Providence is very di erent than than Microso in that.
* 00:009 Speaker 2 Applica ons are caught solu ons.
* If you have a set of applica ons in di erent hospitals you need to collapse it into one.

**Frequency:** *68*

##### 202108031722-Caffeine Customer Insights-Amazon

* 00:024 Speaker 3 Play for di erent Park Willow.
* ¿A ver guess you just from di erent?
* Chau ver di erent labels opera on Walk que.
* Asma andar Impact is no di erent in the franxx.

**Frequency:** *68*

### Detailed Theme Identifier: 5

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** I like the sound of the speakers at the party. [system generated]

**Tags:** *000 speaker | 00055 | di erent | like | ons | party*

#### Theme Quotes by Interaction

##### 202107091400-Caffeine Customer Insights-VMware

* Believes primary users of this kind of tool would be PM PMO PO Quotes “It feels very much like a cloud native tool or something.” “When I was at a startup with Dina I could easily ask her to try a tool and she’d whip out her credit card to try.” “[We] cannot get the right data to build the right thing and satisfy customer needs.” “Could this tool be used to drive continuous deployment pipelines?” “You can defend the roadmap I really like that quote from the presentation.” “It used to be that for a customer research project you’d dedicate 2 FTEs for a month to get some data.
* Essentially a lot of PMs try to mine Salesforce but the kind of qualitative data needed to really design a product cannot be found in Salesforce.
* For everything lives in Jira and Confluence The startup that I work for uses Pivotal Tracker For document management and information sharing they use Confluence Findings Suggests that the user persona is clearly in the Product organization and believes this is best suited for Cloud Native companies rather than Enterprise companies.
* “I really like the 2nd pillar of your value proposition that speaks to providing visibility to all key stakeholders from other groups and bring them together to collaborate” Next Steps Rizwan/Michael to get a pitch deck and email connection to Andrew.

**Frequency:** *48*

##### 202107281900-Caffeine Customer Insights-Google

* C You know like hey this is what I want to build.
* C This is why I want to build it.
* C They have an idea but on the product side I cannot tell you if you know with certainty if we have a tried and true process like hey you want to build this feature does it exist anywhere else like go?
* C Uhm but like whenever anything does important come up that's not a rigid already on our plan.

**Frequency:** *48*

##### 202108091407-Caffeine Customer Insights-JP Morgan Chase

* Of the product.
* 00:047 Speaker 1 What is it that you guys use or how do you come up with a road map right?
* The second thing is you know also helping the customers understand what they want so you know what?
* So we are planning to bring in outside product leaders to help coach and guide the product management organiza on.

**Frequency:** *48*

##### 202107301345-Caffeine Customer Insights-Microsoft

* You know there is some running joke internally approach and at like a er data that come.
* Engineering or your product team by product team.
* It's like the.
* Managing product road map.

**Frequency:** *48*

##### 202108051509-Caffeine Customer Insights-eBay

* Team to build product.
* That's how we come up with.
* Now we are trying to build a brand new product known as UEP.
* But since we have like 8 minutes what I want to do is I want to send you the the the link it's like 6.

**Frequency:** *48*

##### 202107231300-Caffeine Customer Insights-Hitachi

* and other tools like Salesforce map to the concept of mediumroast being a kind of middleware between various sources of data for Product Managers to work on.
* 2.The product team’s budget accounts 3.Funded out of my team 4.I currently fund about full seats with potentially up to 0 that are read only Do you think there is room to buy a tool like this?
* Quotes “We cannot build for one customer; unless that customer is spending 0s of millions of dollars with us and will help us make our quarter.” I struggle to find a good representation of a roadmap.
* 5.Beyond the product team there isn’t any easy way to bring them into the mix.

**Frequency:** *48*

##### 202108041019-Caffeine Customer Insights-Providence Health and Services

* Oh you know what they need or what they want or and and why they want it come.
* So hey we need a vaccina on.
* We we operated in you know we had product owners and PM's.
* Why do you want to do this?

**Frequency:** *48*

##### 202108031722-Caffeine Customer Insights-Amazon

* ¿Hey hay líos Incorporated and Black?
* Es costumbre Product imaxe Kids and then right the Good year in to build the best friend and marke ng.
* Datos Street Customs will not the product ingas agreden mack.
* Aplaude Solu ons architects People like you have Experience ind situa on.

**Frequency:** *48*

### Detailed Theme Identifier: 6

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Hey i want to build something like this for my next project. [system generated]

**Tags:** *already | build | come | like hey | product | projects | want*

#### Theme Quotes by Interaction

##### 202107091400-Caffeine Customer Insights-VMware

* Believes primary users of this kind of tool would be PM PMO PO Quotes “It feels very much like a cloud native tool or something.” “When I was at a startup with Dina I could easily ask her to try a tool and she’d whip out her credit card to try.” “[We] cannot get the right data to build the right thing and satisfy customer needs.” “Could this tool be used to drive continuous deployment pipelines?” “You can defend the roadmap I really like that quote from the presentation.” “It used to be that for a customer research project you’d dedicate 2 FTEs for a month to get some data.
* Andrew to connect us to Dina
* Enterprise companies may have an elongated acquisition process whereas Cloud Native companies can quickly acquire via credit cards and expense processes.
* If so what is the approach taken?

**Frequency:** *39*

##### 202107281900-Caffeine Customer Insights-Google

* 00:025 LDR Speaking about a group mapping UM who's your primary audience for roadmapping by when you're presen ng a road map who do you present it to?
* C Can you build the road map for the.
* C 'cause our road map ends in Qnext year.
* C Uh or or presen ng that to your your your road map stakeholders.

**Frequency:** *39*

##### 202108091407-Caffeine Customer Insights-JP Morgan Chase

* Alright so once you have a road map who's the primary audience for the road map?
* A road map.
* We also propose all the priori es of the road map so my product management organiza on is you know de nes the priori es.
* Of of doing the priori za on of what ideas or inputs become features into your road map or do you go up or down to get those priori es set up based on the uh you know di erent judges award hold on?

**Frequency:** *39*

##### 202107301345-Caffeine Customer Insights-Microsoft

* Primary audience of my road map.
* Uhm what is the primary audience?
* And then yeah se ng road map priori es is 2.
* Planning and priori zing ini a ves.

**Frequency:** *39*

##### 202108051509-Caffeine Customer Insights-eBay

* All those things we gather with them either during the road map before the road map crea on or in a biweekly sync up.
* Do some planning right?
* Yeah so basically we all do this uh about to say quarterly road map and all those things.
* Which will help us to priori ze and we go with that order to priori ze our items.

**Frequency:** *39*

##### 202107231300-Caffeine Customer Insights-Hitachi

* This history can then be used for better planning.
* In the early days that’s easy but if a requirement gets stuck in the backlog where did it go?
* Missing a sense of history of roadmap and planning materials seemed of interest to Bob as he promptly talked about long road trips and time as major erodes of steps that need to be taken to delight customers and action their needs.
* and other tools like Salesforce map to the concept of mediumroast being a kind of middleware between various sources of data for Product Managers to work on.

**Frequency:** *39*

##### 202108041019-Caffeine Customer Insights-Providence Health and Services

* You go ahead and undo your road map or your consolida on strategy.
* You guys do priori za on and planning and roadmapping right?
* A lot of these teams don't have a road map that goes out past three months.
* Uhm you go a remember that that we're not quite not quite there yet so I I try to get Rd maps from the applica on teams to understand you know what they're.

**Frequency:** *39*

##### 202108031722-Caffeine Customer Insights-Amazon

* Un Gobierno planning to.
* Seguirán DAX de ne the road map for the next year Old the road map of the World next year Old by speci c que.
* ¿Have you Ever and go to the show de lis?
* ¿Having Jack New White Cast in the background in on the road map with you say?

**Frequency:** *39*

### Detailed Theme Identifier: 7

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** A map of the roads to go for a priori planning [system generated]

**Tags:** *go | maps | planning | primary audience | priori | road map*

#### Theme Quotes by Interaction

##### 202107091400-Caffeine Customer Insights-VMware

* Andrew to connect us to Dina
* Enterprise companies may have an elongated acquisition process whereas Cloud Native companies can quickly acquire via credit cards and expense processes.
* If so what is the approach taken?
* The company that I work with struggles with capturing customer input.

**Frequency:** *32*

##### 202107281900-Caffeine Customer Insights-Google

* LDR Applica ons like if.
* C I know.
* C The new pla orm.
* C 'cause of data regula ons.

**Frequency:** *32*

##### 202108091407-Caffeine Customer Insights-JP Morgan Chase

* You know helping you know?
* Know I don't need to know.
* Asking the right ques ons.
* So those are ques ons that I have.

**Frequency:** *32*

##### 202107301345-Caffeine Customer Insights-Microsoft

* Yeah this new thing.
* Terms like cap ons.
* So I turned on the cap ons.
* You know what?

**Frequency:** *32*

##### 202108051509-Caffeine Customer Insights-eBay

* Right there to support.
* Like for example I know that you have in turn it you have an internal applica on right?
* You know everything.
* Or seven ques ons and let you do answer whatever you can you know within the next.

**Frequency:** *32*

##### 202107231300-Caffeine Customer Insights-Hitachi

* Most companies I know of talk the talk it is very difficult to walk the walk.” Who writes the check for !?
* 2.6-months down the road if you don’t pay attention to the process things will fall apart 3.How to manage an installed base with lots of basic requirements and tech debt Can you buy new tools?
* Especially given the retirement of the 50+ crowd.”
* 4.Unless someone is actively managing the !

**Frequency:** *32*

##### 202108041019-Caffeine Customer Insights-Providence Health and Services

* They there's a long learning curve for these applica on guys to understand Azure and what they need to And you know how to support in Azure applica ons so very di erent there.
* Uh Azure and new infrastructure and essen ally really a new culture around.
* Like you know COVID hit.
* UM we have thousands of applica ons where we don't know which servers those applica ons run.

**Frequency:** *32*

##### 202108031722-Caffeine Customer Insights-Amazon

* Formas a en un Word con feeding support for any support the format David background users bailando the year begins.
* Word you know.
* The process is The New Day show de.
* Diferente opinión sobre Wow Okey York New Poten al Said The Art.

**Frequency:** *32*

### Detailed Theme Identifier: 8

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** A new applica ons has been released to support medical professionals. [system generated]

**Tags:** *applica ons | azure | healthcare | know covid | new | support*

#### Theme Quotes by Interaction

##### 202107091400-Caffeine Customer Insights-VMware

* The company that I work with struggles with capturing customer input.
* Attendees Michael Hay Rizwan Muhammad Andrew Nielsen (Marketing at + Startup Consultant) Questions Do you feel that your company is doing well with capturing customer and competitive insights for the purposes of building the right products and services?
* “I really like the 2nd pillar of your value proposition that speaks to providing visibility to all key stakeholders from other groups and bring them together to collaborate” Next Steps Rizwan/Michael to get a pitch deck and email connection to Andrew.
* Andrew to connect us to Dina

**Frequency:** *32*

##### 202107281900-Caffeine Customer Insights-Google

* C Or product you're trying to bring to life around you know customer research and and and dis lling customer value and feature value.
* C I know.
* C This is the value I think it'll add and this is like the rough you know.
* C 'cause it was like I had a di erent manager like enterprise business slow ramp.

**Frequency:** *32*

##### 202108091407-Caffeine Customer Insights-JP Morgan Chase

* It is a very ambiguous space as the customers are also trying to realize the value and the outcome of the business needs.
* The second thing is you know also helping the customers understand what they want so you know what?
* Understand their use cases the business outcomes and their business need.
* You know helping you know?

**Frequency:** *32*

##### 202107301345-Caffeine Customer Insights-Microsoft

* You know what?
* Uhm you know?
* Over the top strategic ac vi es you spend most of.
* Is that more more di cult than the ability of the customers or not?

**Frequency:** *32*

##### 202108051509-Caffeine Customer Insights-eBay

* It's basically it basically boils down to the business value at the end of the day and op miza on right?
* You know everything.
* Basically helping their customers understand the like.
* It yeah you know how it is.

**Frequency:** *32*

##### 202107231300-Caffeine Customer Insights-Hitachi

* “Is there some way you could put an opportunity value or something related to customer spend in the company demographics.
* Attendees Michael Hay Rizwan Muhammad Leo Del Riego Andrew Nielsen (Vice President of PM at ) Questions Do you feel that your company is doing well with capturing customer and competitive insights for the purposes of building the right products and services?
* Could be as simple as spend over time with a given customer.” .
* That don’t trace back to customers.” .

**Frequency:** *32*

##### 202108041019-Caffeine Customer Insights-Providence Health and Services

* Is what really helps the business and the customers.
* Their business and.
* So I I would I would say you know the wise of you know capturing the wise and understanding the the what you know back in our day you know the what and the why.
* They do an assessment and you know maybe to your point the why you know with the business case you know is there an ROI or is it a compliance thing you know similar to what we did at Microso ?

**Frequency:** *32*

##### 202108031722-Caffeine Customer Insights-Amazon

* Game IT Dont Not Black in the customer value en pick for delivery de customer value.
* Word you know.
* ¿What is the customer value you with this and away?
* Ese clic dulces customer value and the witch.

**Frequency:** *32*

### Detailed Theme Identifier: 9

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Andrew is known for capturing the value of his customers when they visit his business. [system generated]

**Tags:** *andrew | business | capturing customer | company | customers | know | spend | value*

#### Theme Quotes by Interaction

##### 202107091400-Caffeine Customer Insights-VMware

* Andrew to connect us to Dina
* Enterprise companies may have an elongated acquisition process whereas Cloud Native companies can quickly acquire via credit cards and expense processes.
* If so what is the approach taken?
* The company that I work with struggles with capturing customer input.

**Frequency:** *31*

##### 202107281900-Caffeine Customer Insights-Google

* LDR OK very interes ng all right?
* C Ge ng like by in a er you already.
* C Uh ge ng accurate es mates from engineering.
* C I think it would help with the ge ng projects priori zed.

**Frequency:** *31*

##### 202108091407-Caffeine Customer Insights-JP Morgan Chase

* So interes ng ques on here.
* Uhm do you guys have a struggle by se ng growth priori es without ge ng customer feedback or market feedback?
* What about communica ng the product is strategy.
* 00:027 Speaker 2 Uh insight is is it about the marke ng products itself?

**Frequency:** *31*

##### 202107301345-Caffeine Customer Insights-Microsoft

* Pre y interes ng alright.
* Don't do sales and marke ng.
* Marke ng forms yeah OK yeah now.
* This is frustra ng.

**Frequency:** *31*

##### 202108051509-Caffeine Customer Insights-eBay

* Your mee ng OK?
* You immediately stop it or events are ge ng dropped.
* And those things are presented to the wide group of marke ng managers.
* It it was basically a repor ng tool or repor ng pla orm is what I managed at the start on the web.

**Frequency:** *31*

##### 202107231300-Caffeine Customer Insights-Hitachi

* Especially given the retirement of the 50+ crowd.”
* Findings Discussions with Bob illustrate that he could be a target early user for the product and therefore we will pursue him.
* But unless someone spends the time to research that.
* I don’t think that the context there but the historical context is therefore features releases notes and so on.

**Frequency:** *31*

##### 202108041019-Caffeine Customer Insights-Providence Health and Services

* Yeah well very interes ng.
* We're star ng to engage.
* But we need to know more informa on so just ge ng a handle around what they're really trying to do and and what they're suppor ng took a lot.
* Ge ng di erently about their needs and how technology can help them.

**Frequency:** *31*

##### 202108031722-Caffeine Customer Insights-Amazon

* Para checar divine The Walking Dead Suppor ng.
* Es costumbre Product imaxe Kids and then right the Good year in to build the best friend and marke ng.
* Un moment I'm Food porq COM Sales Marke ng a. Lico por Customers and Sells has to básico Force interpreta on Horizon ac vidades and Management and protein.
* Spo fy what you and you with David Bowie Rita Gandy Rou ng transforma on of the data in back in.

**Frequency:** *31*

### Detailed Theme Identifier: 10

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Ge ng interes ng ako ng mga na ang ok. [system generated]

**Tags:** *ge ng | interes ng | marke ng | ng ok*

#### Theme Quotes by Interaction

##### 202107091400-Caffeine Customer Insights-VMware

* For everything lives in Jira and Confluence The startup that I work for uses Pivotal Tracker For document management and information sharing they use Confluence Findings Suggests that the user persona is clearly in the Product organization and believes this is best suited for Cloud Native companies rather than Enterprise companies.
* Essentially a lot of PMs try to mine Salesforce but the kind of qualitative data needed to really design a product cannot be found in Salesforce.
* Andrew to connect us to Dina
* Enterprise companies may have an elongated acquisition process whereas Cloud Native companies can quickly acquire via credit cards and expense processes.

**Frequency:** *23*

##### 202107281900-Caffeine Customer Insights-Google

* 00:040 SC Usually it's it's the leads if if anything our product leads or what we what we had we call the small Council which is like the leads of product engineering and design.
* C Launching the product.
* Par cipants: Stephen Chung - Product Manager at Leonardo Del Riego – Product Manager at Medium Roast Findings leverages internally built so ware to aid internal processes and development procedures.
* LDR An organiza on that for example.

**Frequency:** *23*

##### 202108091407-Caffeine Customer Insights-JP Morgan Chase

* For the product manager organiza on yeah.
* Of the product.
* So we are planning to bring in outside product leaders to help coach and guide the product management organiza on.
* Is there any other thing that you believe the product management organiza on dislike about their the roles?

**Frequency:** *23*

##### 202107301345-Caffeine Customer Insights-Microsoft

* Engineering or your product team by product team.
* Managing product road map.
* Six is communica ng product strategy and then seven is ge ng consensus on product direc on.
* Very li le people management authority.

**Frequency:** *23*

##### 202108051509-Caffeine Customer Insights-eBay

* What product or services do you manage within ?
* Team to build product.
* Now we are trying to build a brand new product known as UEP.
* Quarterly road map is when we actually talk to the stakeholders from the product point of view.

**Frequency:** *23*

##### 202107231300-Caffeine Customer Insights-Hitachi

* System it is pretty hard for people to remember where things are and this is just within the product team.
* 5.Beyond the product team there isn’t any easy way to bring them into the mix.
* Findings Discussions with Bob illustrate that he could be a target early user for the product and therefore we will pursue him.
* Finally there was a point about needing some consultative assistance for the tool to help product teams better understand how to use to the tool and what good is.

**Frequency:** *23*

##### 202108041019-Caffeine Customer Insights-Providence Health and Services

* We we operated in you know we had product owners and PM's.
* Nice and within.
* Audio le Mark\_Leonardo-20210804\_101907-Mee ng This is Mark that I would like to understand is UM within.
* Uhm you go a remember that that we're not quite not quite there yet so I I try to get Rd maps from the applica on teams to understand you know what they're.

**Frequency:** *23*

##### 202108031722-Caffeine Customer Insights-Amazon

* You speak you haha you a su xls and for you to Amsterdam así you are the Product manager.
* Datos Street Customs will not the product ingas agreden mack.
* Con dence of the Wild es importante for An York Band eq for every single product de with you.
* Es costumbre Product imaxe Kids and then right the Good year in to build the best friend and marke ng.

**Frequency:** *23*

### Detailed Theme Identifier: 11

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Organization leader leads a team of product managers. [system generated]

**Tags:** *leadership | leads | organiza | product management | product manager | within*

#### Theme Quotes by Interaction

##### 202107091400-Caffeine Customer Insights-VMware

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 202107281900-Caffeine Customer Insights-Google

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 202108091407-Caffeine Customer Insights-JP Morgan Chase

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 202107301345-Caffeine Customer Insights-Microsoft

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 202108051509-Caffeine Customer Insights-eBay

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 202107231300-Caffeine Customer Insights-Hitachi

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 202108041019-Caffeine Customer Insights-Providence Health and Services

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 202108031722-Caffeine Customer Insights-Amazon

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

### Detailed Theme Identifier: 12

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Uhm, i thought i was going to ask seven questions. [system generated]

**Tags:** *asking | seven ques ons | uhm*

#### Theme Quotes by Interaction

##### 202107091400-Caffeine Customer Insights-VMware

* Andrew to connect us to Dina
* Enterprise companies may have an elongated acquisition process whereas Cloud Native companies can quickly acquire via credit cards and expense processes.
* If so what is the approach taken?
* The company that I work with struggles with capturing customer input.

**Frequency:** *18*

##### 202107281900-Caffeine Customer Insights-Google

* LDR What is the biggest challenge?
* C Uh that that's a challenge.
* LDR And what other challenges did?
* LDR I'm going to tell you a few things and I want you to tell me from my scale from zero to the pain points.

**Frequency:** *18*

##### 202108091407-Caffeine Customer Insights-JP Morgan Chase

* The biggest challenge for.
* What is your biggest challenge or what do you believe is the biggest challenge?
* The the biggest challenge I would say is.
* And that helps me both s tch the data s tch the road map together coming from the stakeholder request there's customer pain points coming from the customer.

**Frequency:** *18*

##### 202107301345-Caffeine Customer Insights-Microsoft

* Yeah like what is the biggest pain or the biggest challenges in?
* Am I just thinking like across the board biggest challenges?
* Uh what are your biggest challenges?
* Overwhelming me constraints.

**Frequency:** *18*

##### 202108051509-Caffeine Customer Insights-eBay

* So I know they might have sort of pain points.
* Apart from it I think we always have a biweekly mee ngs with all the stakeholders to understand what are their pain points.
* What they want to do or what they are trying to achieve for it and then understanding what are the pain points from their point of view.
* Your mee ng OK?

**Frequency:** *18*

##### 202107231300-Caffeine Customer Insights-Hitachi

* “That’s the challenge.
* Especially given the retirement of the 50+ crowd.”
* 4.Unless someone is actively managing the !
* But unless someone spends the time to research that.

**Frequency:** *18*

##### 202108041019-Caffeine Customer Insights-Providence Health and Services

* So that's s ll a challenge.
* So part of our challenge is to.
* So that's s ll a challenge here uhm but you know we're.
* All of them are be er related to some of the other things that I needed to hear from you so I'm gonna stop recording but one right pieces mark.

**Frequency:** *18*

##### 202108031722-Caffeine Customer Insights-Amazon

* Gastarán Cafe n Said a jazz en series manager with the biggest your biggest change number One Direc on.
* Ya antes que yo vi Challenge You en n estaban.
* Bridgewater points online en Internet ni en externó el mismo Dick reasons.
* Es simonds Bing biggest limita on for a. Sq living súper rápida basan.

**Frequency:** *18*

### Detailed Theme Identifier: 13

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Thats the biggest challenge i have ever faced as a board. [system generated]

**Tags:** *biggest challenges | board | constraints | pain points | thats challenge*

#### Theme Quotes by Interaction

##### 202107091400-Caffeine Customer Insights-VMware

* Andrew to connect us to Dina
* Enterprise companies may have an elongated acquisition process whereas Cloud Native companies can quickly acquire via credit cards and expense processes.
* If so what is the approach taken?
* The company that I work with struggles with capturing customer input.

**Frequency:** *16*

##### 202107281900-Caffeine Customer Insights-Google

* LDR Internal poli cs.
* LDR OK internal poli cs.
* LDR OK do you feel emo onally taxed?
* C Many poli cs I'll get.

**Frequency:** *16*

##### 202108091407-Caffeine Customer Insights-JP Morgan Chase

* The internal poli cs in the company within this neutral slightly present unpleasant or airing pleasant?
* Emo onally taxing stress burned out.
* Something neutral something not unpleasant?
* So the rst one is how do you feel about poli cs?

**Frequency:** *16*

##### 202107301345-Caffeine Customer Insights-Microsoft

* Internal poli cs I'm very neutral I don't I don't really.
* Uh emo onally taxing new.
* Very unpleasant.
* Uh I would say unpleasant.

**Frequency:** *16*

##### 202108051509-Caffeine Customer Insights-eBay

* But even if it is an internal applica on I'm guessing that you have internal customers.
* Like for example I know that you have in turn it you have an internal applica on right?
* Yeah yeah as I said as I said this is an internal tool which is used only where Opera on Force.
* Your mee ng OK?

**Frequency:** *16*

##### 202107231300-Caffeine Customer Insights-Hitachi

* Especially given the retirement of the 50+ crowd.”
* Findings Discussions with Bob illustrate that he could be a target early user for the product and therefore we will pursue him.
* But unless someone spends the time to research that.
* I don’t think that the context there but the historical context is therefore features releases notes and so on.

**Frequency:** *16*

##### 202108041019-Caffeine Customer Insights-Providence Health and Services

* All of them are be er related to some of the other things that I needed to hear from you so I'm gonna stop recording but one right pieces mark.
* A lot of simpli ca on.
* You know consolida ng on a single app instead of you know mul ple.
* You know basically one applica on that all these di erent healthcare facili es use so that's another thing is to you know get them to reduce their applica on footprint by just.

**Frequency:** *16*

##### 202108031722-Caffeine Customer Insights-Amazon

* Por pradas Internal y té de campana.
* Sólo hay artri s AA mucho y que es ahí donde tú Experience Internet poli cs por Lindsay GT Speed background Tim Avery Li le People Management of Duty 2 en Japan a full.
* Ivan thank you are Wild card in out
* Auto you guys Drive The Party Sta on.

**Frequency:** *16*

### Detailed Theme Identifier: 14

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Emo onally is a member of the politicos who are unpleasant to the public. [system generated]

**Tags:** *emo onally | internal poli cs | neutral | unpleasant*

#### Theme Quotes by Interaction

##### 202107091400-Caffeine Customer Insights-VMware

* Believes primary users of this kind of tool would be PM PMO PO Quotes “It feels very much like a cloud native tool or something.” “When I was at a startup with Dina I could easily ask her to try a tool and she’d whip out her credit card to try.” “[We] cannot get the right data to build the right thing and satisfy customer needs.” “Could this tool be used to drive continuous deployment pipelines?” “You can defend the roadmap I really like that quote from the presentation.” “It used to be that for a customer research project you’d dedicate 2 FTEs for a month to get some data.
* With this tool I think you can avoid that time.” “This eliminates the surprises between Engineering and PM.” “I like the tool I see the presentation building and I can sense the momentum.” “I used to use spreadsheets to capture this kind of data and I think a lot of PMs still do.” .
* Could see that Sales teams could use this because Salesforce.com isn’t the right place to store these kind of customer and competitive research data.
* Essentially a lot of PMs try to mine Salesforce but the kind of qualitative data needed to really design a product cannot be found in Salesforce.

**Frequency:** *15*

##### 202107281900-Caffeine Customer Insights-Google

* 00:005 SC With data privacy consumer data privacy being a big big big focus you know throughout the ads industry and and data in general have become a big focus for Analy cs and so we have a big road map.
* C Data privacy and so.
* C Privacy bit a security bit a legal bit.
* 00:0 SC Uhm around data privacy that I'm star ng to pick up and and hopefully lead going forward.

**Frequency:** *15*

##### 202108091407-Caffeine Customer Insights-JP Morgan Chase

* So it's a li le bit about that.
* The data from the.
* 00:004 Speaker 1 This is going to.
* So one is understanding uh you know if I'm building this data pla orm how is it going to delight my customers?

**Frequency:** *15*

##### 202107301345-Caffeine Customer Insights-Microsoft

* You know there is some running joke internally approach and at like a er data that come.
* It's like the.
* Did you see the recording going?
* All right so I'm going to give you 2.

**Frequency:** *15*

##### 202108051509-Caffeine Customer Insights-eBay

* You a li le bit about what?
* 00:054 Speaker 1 Wow it's a big.
* Ah yeah so yeah that is a yeah that is said like like basically I report to a director and we I have uh like directory push to seen in doctor senior data is the head of the product for marke ng.
* All those things will happen but basically basically there is a big boss who.

**Frequency:** *15*

##### 202107231300-Caffeine Customer Insights-Hitachi

* and other tools like Salesforce map to the concept of mediumroast being a kind of middleware between various sources of data for Product Managers to work on.
* That gets back to tying it to the market data pull that all together and represent that easily to multiple parties.
* 2.The product team’s budget accounts 3.Funded out of my team 4.I currently fund about full seats with potentially up to 0 that are read only Do you think there is room to buy a tool like this?
* Especially given the retirement of the 50+ crowd.”

**Frequency:** *15*

##### 202108041019-Caffeine Customer Insights-Providence Health and Services

* That li le bit.
* The other yeah the other thing is like like uh you think about it like a demo team or something like that?
* Or things like that.
* They they had a centralized PMO and theore cally you know new big project tasks are supposed to go through that team.

**Frequency:** *15*

##### 202108031722-Caffeine Customer Insights-Amazon

* ¿Tu bolsa with you im Pack?
* Awe Basic lead a por char a David Make IT into you that Big girl y blandford jaba mecanizan for customers.
* Spo fy what you and you with David Bowie Rita Gandy Rou ng transforma on of the data in back in.
* Aplaude Solu ons architects People like you have Experience ind situa on.

**Frequency:** *15*

### Detailed Theme Identifier: 15

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** I like the idea of a little bit of privacy when it comes to personal data. [system generated]

**Tags:** *big | bit | data privacy | going like | im | sc*

#### Theme Quotes by Interaction

# Sub-Study Identifier: default — 2014 work to initially understand the problem.

## Summary Theme

This is the summary theme for the entire sub-study. Using natural language processing mediumroast.io has detected the associated tags and quotes matched to the tags. It is a generalization of the sub-study and accompanies the discrete detailed themes.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** How to use open source data to visualize the time and place of a given customer or customer in a study [system generated]

**Tags:** *customer information | customer study data | key term geography time | open source | output summary | reformat way | use case | visualize output*

### Theme Quotes

* content/key term by geography time and vertical/sector?Competitive information Open source projects use case… Especially with Open Source in the mix what are we going to build and what are we going to pick up from an Open Source perspective.customer study data/materials?I think in the past there have been customer study materials.
* customer study data/materials?content/key term by geography time and vertical/sector?Also references the general use case of abstracted to raw.Interesting to see views over time as key criteria.
* content/key term by geography time and vertical/sector?customer study data/materials?Data sometimes stands out more if you can find the right way to visualize the data.Yeah we’ve got a variety of customer study materials on Diamond.
* Yes content/key term by geography time and vertical/sector?customer study data/materials?Once more the use case of abstracted to detailed comes out.Customer profile information could be extremely relevant.
* content/key term by geography time and vertical/sector?customer study data/materials?I would like to get the output/summary yes.Output is customer requirements and product ning activities.
* content/key term by geography time and vertical/sector?customer study data/materials?Yes I know there are customer study materials.Yet the challenge is if the population of interviewees is too small key term visualizations may not be a good approach.
* content/key term by geography time and vertical/sector?customer study data/materials?Further the request for multiple channels to get the information and repeating the messages gleaned from the customer study findings.Just a one page summary.
* content/key term by geography time and vertical/sector?customer study data/materials?One use case would be hey AT&T give use information about the mainframe which would be to get to specific transcripts and summaries.There isn’t any marketing information customer information etc.
* content/key term by geography time and vertical/sector?customer study data/materials?That is a very good way to visualization the information.I used to use powerpoint but not anymore.
* customer study data/materials?content/key term by geography time and vertical/sector?Too often the summary is an executive summary and there isn’t a detailed report.The standard use case of abstract to detailed is there but also the suggestion that it is necessary to go the other direction as well.
* content/key term by geography time and vertical/sector?customer study data/materials?I know there are case studies and I’m forgetting the name there’s a girl that manages our case studies.Business model is where I felt most of the time is important to help what the customer is saying and then requirements.
* content/key term by geography time and vertical/sector?customer study data/materials?I know that one way is to look at the key words.Beyond customer study interactions should also be included.
* customer study data/materials?content/key term by geography time and vertical/sector?Discussion included points about how to consume the content depending on the use case.I think today we use it too late because we use customer stuff after the fact after we’ve made decisions.

## Detailed Themes

Here are the discrete themes for the sub-study. Since we need enough unique tags to check the individual interactions in the sub-study for relevant text snippets and quotes you may find discrete themes without quotes. We do not strike them from the report because we believe it is important to see what the mediumroast.io detected for transparency purposes.

### Detailed Theme Identifier: 1

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Analysts like to get the information going on the market. [system generated]

**Tags:** *analysts | competitive | data | get | going | information | interviews | like | market*

#### Theme Quotes by Interaction

##### 201402250831-Caffeine Customer Insights-HDS

* customer study data/materials?
* I think in the past there have been customer study materials.
* We even have a customer interaction Sharepoint site that you’re supposed to go into and fill out customer interaction.
* Also there appear to be other customer study and interaction efforts which aren’t connected.

**Frequency:** *60*

##### 201403101041-Caffeine Customer Insights-HDS

* customer study data/materials?
* I have started to show the customer problem but not necessarily something in formal and writing.
* Aware of the collateral but not a repository to track them identifies the fact that we aren’t keeping a longitudinal view of the customer.
* The projection of the user’s future is more important.

**Frequency:** *60*

##### 201403110945-Caffeine Customer Insights-HDS

* customer study data/materials?
* Yeah we’ve got a variety of customer study materials on Diamond.
* I think when we did the customer interviews that raw data was helpful.
* You can resell the data to financial firms and technical vendors to help provide insight into customer sentiment.

**Frequency:** *60*

##### 201403121034-Caffeine Customer Insights-HDS

* customer study data/materials?
* Customer profile information could be extremely relevant.
* I think that metadata about the customer is extremely relevant like size revenues etc.
* Can we look at customers over time what is the trend in the customer’s mind over time?

**Frequency:** *60*

##### 201402271515-Caffeine Customer Insights-HDS

* customer study data/materials?
* Customer requirements is the most important both today’s technology and technology in the future.
* Output is customer requirements and product ning activities.
* When you think about open stack these are the customers industries 90% of them think open stack is the way to do.

**Frequency:** *60*

##### 201403140702-Caffeine Customer Insights-HDS

* customer study data/materials?
* Yes I know there are customer study materials.
* I recall one customer study I think Vincent and Scott did and they did a report on it at the SPC.
* A lot of the work and customer interactions I have these days I try out specific messaging to see if it works.

**Frequency:** *60*

##### 201402240930-Caffeine Customer Insights-HDS

* customer study data/materials?
* I think that the customer quotes are for me the most valuable.
* Further the request for multiple channels to get the information and repeating the messages gleaned from the customer study findings.
* Personal and professional discipline as well as objectives might be required to maintain a repository of collateral from customer studies.

**Frequency:** *60*

##### 201402250915-Caffeine Customer Insights-HDS

* customer study data/materials?
* There isn’t any marketing information customer information etc.
* There isn’t any customer information contained within our local Sharepoint site.
* Customer study collateral allowed us to go back and advise marketing on revising the MRD on the art of the possible.

**Frequency:** *60*

##### 201402241004-Caffeine Customer Insights-HDS

* customer study data/materials?
* That is what I think is the end game of the customer studies.
* I think that in the end when we look at it we could really put together customer/market requirements from the beginning.
* That is a very good way to visualization the information.

**Frequency:** *60*

##### 201403130801-Caffeine Customer Insights-HDS

* customer study data/materials?
* Customer profiles are important.
* Furthermore especially to drive customer discussions you have to have customer information to be good segue into what we do at .
* How can we find similar customers or customers associated to the topic at hand?

**Frequency:** *60*

##### 201403111306-Caffeine Customer Insights-HDS

* customer study data/materials?
* Business model is where I felt most of the time is important to help what the customer is saying and then requirements.
* Oh customer studies those I’ve been with the team and helped to make them in the past.
* Visualizations are important and in various forms.

**Frequency:** *60*

##### 201402270900-Caffeine Customer Insights-HDS

* customer study data/materials?
* Beyond customer study interactions should also be included.
* We also need to think about how the customer study can be used to influence the interactions with the customer and ourselves.
* This suggests customer support interactions sales interactions etc.

**Frequency:** *60*

##### 201402281310-Caffeine Customer Insights-HDS

* customer study data/materials?
* I think today we use it too late because we use customer stuff after the fact after we’ve made decisions.
* So if I looked at any sort of ning there are different elements you have to look at one is the market and your customer study materials another is your competition.
* The other dimension we could potentially look at is analyst information.

**Frequency:** *60*

### Detailed Theme Identifier: 2

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Customers think it is important to have a good relationship with your customers. [system generated]

**Tags:** *customer information | customer study | customers | important | interactions | think customer*

#### Theme Quotes by Interaction

##### 201402250831-Caffeine Customer Insights-HDS

* visualization?
* Also there appear to be other customer study and interaction efforts which aren’t connected.
* content/key term by geography time and vertical/sector?
* Maybe you could visualize it like a mind map?

**Frequency:** *43*

##### 201403101041-Caffeine Customer Insights-HDS

* visualization?
* Interesting to see views over time as key criteria.
* The projection of the user’s future is more important.
* Thinks visualizations are needed and useful tools for communication to various stakeholders.

**Frequency:** *43*

##### 201403110945-Caffeine Customer Insights-HDS

* visualization?
* Visualizations that can help me understand topics that are outside are important.
* content/key term by geography time and vertical/sector?
* Especially important for complete linear regression analysis.

**Frequency:** *43*

##### 201403121034-Caffeine Customer Insights-HDS

* visualization?
* The tags and visualization of terms would be helpful because I can search over the terms that I’m interested Maybe I want to figure out the five most frequent terms in a set of documents.
* Also good awareness of key terms as a technique to quickly understand the gestalt of a set of interviews.
* Maybe tagging them with some key words or the metadata about the customer would be the first give away.

**Frequency:** *43*

##### 201402271515-Caffeine Customer Insights-HDS

* visualization?
* content/key term by geography time and vertical/sector?
* But I would also like the ability to read through the whole thing as well.
* Also due to usage of the collateral in the past location awareness was known.

**Frequency:** *43*

##### 201403140702-Caffeine Customer Insights-HDS

* visualization?
* Key terms bar charts etc.
* Maybe also size of business.
* are all interesting approaches to visualization.

**Frequency:** *43*

##### 201402240930-Caffeine Customer Insights-HDS

* visualization?
* Maybe rollups.
* Again the point of summarization is important here.
* content/key term by geography time and vertical/sector?

**Frequency:** *43*

##### 201402250915-Caffeine Customer Insights-HDS

* visualization?
* They need to adapt to these new forms of visualization.
* Search is a key point.
* So the combination would be important.

**Frequency:** *43*

##### 201402241004-Caffeine Customer Insights-HDS

* visualization?
* That is a very good way to visualization the information.
* content/key term by geography time and vertical/sector?
* Some kind of a summary with the reference to the original documents.

**Frequency:** *43*

##### 201403130801-Caffeine Customer Insights-HDS

* visualization?
* Visualization and also when some contents are similar maybe if there is a way at understanding the different between the contents not sure if it is through visualization but it might be able to help.
* The visibility of the collateral is also a key problem in getting the word out.
* Customer profiles are important.

**Frequency:** *43*

##### 201403111306-Caffeine Customer Insights-HDS

* Visualizations are important and in various forms.
* visualization?
* Also performance data etc.
* Also refining the business model.

**Frequency:** *43*

##### 201402270900-Caffeine Customer Insights-HDS

* visualization?
* Summaries and visualizations are important.
* Maybe some physical graph behind it.
* And different types of visualization.

**Frequency:** *43*

##### 201402281310-Caffeine Customer Insights-HDS

* visualization?
* Visualizations that I found impactful as of late: Boston Consulting Matrix models are very interesting but not sure if this might be a proper/possible summary or not.
* Presentation becomes pretty important well maybe this is a part of messaging and about persuasion and influencing provided that the material is strong enough to speak for itself.
* content/key term by geography time and vertical/sector?

**Frequency:** *43*

### Detailed Theme Identifier: 3

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** I like the idea of using visualizations to help you understand the key terms that are important to you. [system generated]

**Tags:** *forms | interesting | key | maybe | might | terms | visualization also | visualizations important*

#### Theme Quotes by Interaction

##### 201402250831-Caffeine Customer Insights-HDS

* Hmm.
* Yeah.
* That’s a good question.
* Yeah there’s the rub.

**Frequency:** *42*

##### 201403101041-Caffeine Customer Insights-HDS

* Yeah.
* Yes I am aware of different material and mostly receive the collateral via email.
* Are That’s a good one.
* If so can you describe the data?

**Frequency:** *42*

##### 201403110945-Caffeine Customer Insights-HDS

* Yeah I do.
* I go both directions.
* If so can you describe the data?
* I think they did a pretty good job for the Diamond effort.

**Frequency:** *42*

##### 201403121034-Caffeine Customer Insights-HDS

* At that time yes they were.
* Yes content/key term by geography time and vertical/sector?
* Are Yeah so like there are two aspects one is metadata about the customer.
* So this would be very helpful.

**Frequency:** *42*

##### 201402271515-Caffeine Customer Insights-HDS

* Yes.
* Yes and yes.
* Yes like market data.
* I want both.

**Frequency:** *42*

##### 201403140702-Caffeine Customer Insights-HDS

* So yes it would make sense to combine these variables.
* Yes I know there are customer study materials.
* However if it is several customers then yes.
* The Summary report was good.

**Frequency:** *42*

##### 201402240930-Caffeine Customer Insights-HDS

* I think so.
* I think that this is a good initiative.
* If so can you describe the data?
* If so do you think they would be helpful?

**Frequency:** *42*

##### 201402250915-Caffeine Customer Insights-HDS

* Yes and no.
* Um yes and no.
* Yes and no if people are using this functionality.
* Yes and to be blunt the stuff that Ken had on this laptop with Project Blueshift was a good take at it.

**Frequency:** *42*

##### 201402241004-Caffeine Customer Insights-HDS

* A repository is good.
* It could be both the current and emerging platform.
* That is a very good way to visualization the information.
* I don’t think they were so publicized.

**Frequency:** *42*

##### 201403130801-Caffeine Customer Insights-HDS

* Yes.
* Yes.
* So uh yes I think so.
* Yes definitely.

**Frequency:** *42*

##### 201403111306-Caffeine Customer Insights-HDS

* Hmm.
* Both.
* Yeah that would be helpful.
* No so much on the mobile phone it is too small.

**Frequency:** *42*

##### 201402270900-Caffeine Customer Insights-HDS

* Yes.
* Yes.
* When there isn’t anything documented there is no way to reflect the actual outcome.
* If so can you describe the data?

**Frequency:** *42*

##### 201402281310-Caffeine Customer Insights-HDS

* Yes.
* Hmm.
* Yes and I know that they are on the OTP Sharepoint but I do have the links on my computer somewhere.
* If so can you describe the data?

**Frequency:** *42*

### Detailed Theme Identifier: 4

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Hmm yeah thats right... i think i like the idea of both of them. [system generated]

**Tags:** *both | hmm | no | so | thats good | yeah thats | yes yes*

#### Theme Quotes by Interaction

##### 201402250831-Caffeine Customer Insights-HDS

* I think that would definitely be helpful.
* If so do you think they would be helpful?
* I have some sort of [audio] index would be helpful.
* I would like to think that we would have some type of search.

**Frequency:** *32*

##### 201403101041-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* I would get more out of interacting with a group of people and make us accountable.
* I think for projects we were working at that time it was sufficient but it really hasn’t progressed.
* Yeah I have heard and think that it may be useful with the assumption that we as employee will own it.

**Frequency:** *32*

##### 201403110945-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* I think when we did the customer interviews that raw data was helpful.
* I think that some of the way the analysts are presenting in terms of histograms are helpful.
* This leads to data/information that might be incomplete and therefore would result in inappropriate conclusions.

**Frequency:** *32*

##### 201403121034-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* So this would be very helpful.
* Some of the key words would be extremely helpful because when the product management side I’m doing something strategic that I need to validate as well as tactical.
* The tags and visualization of terms would be helpful because I can search over the terms that I’m interested Maybe I want to figure out the five most frequent terms in a set of documents.

**Frequency:** *32*

##### 201402271515-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* Yes this would be helpful.
* When you think about open stack these are the customers industries 90% of them think open stack is the way to do.
* 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.

**Frequency:** *32*

##### 201403140702-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* I think that the most profound outcome would be if it would really make us change the way we do business.
* Are Should be interesting and I would guess that geo + keyterms would have an impact.
* Yeah I think that market data on a larger scale would be interesting if we could connect with that.

**Frequency:** *32*

##### 201402240930-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* Anything you can do to drive interest will be helpful.
* Not sure it would be worth the investment.
* At that time I would definitely consume them in the past.

**Frequency:** *32*

##### 201402250915-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* I think that such a repository would be repurposed for a lot of reasons.
* 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.
* I think that recommenders and synonyms are good ways to assist people.

**Frequency:** *32*

##### 201402241004-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* More visibility to this data would be helpful.
* Something simply to read the internal trends and extract of what you see would be helpful.
* I would not wait for someone to read the data themselves.

**Frequency:** *32*

##### 201403130801-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* So something that can get into the audio recordings and help us better make insights would be helpful.
* Abstracts summaries at a high level would be very helpful to review and preselect what you need from the materials.
* It might be harder to build that kind of knowledge base associated to the material but it would be helpful.

**Frequency:** *32*

##### 201403111306-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* Yeah that would be helpful.
* I think so the format is fine.
* Accessibility of that well it isn’t advertised as much because if I asked many people if they knew where they are I don’t think they would know.

**Frequency:** *32*

##### 201402270900-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* I would consume the materials when I’m writing the next knowledge artifact.
* This would allow for active questioning of the content/collateral and progress the material.
* Therefore I think that the most useful platform is laptop.

**Frequency:** *32*

##### 201402281310-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* Is it possible to search audio recordings that would be interesting.
* The word clouds would help me identify which ones were interesting.
* I don’t think we do a great job at competitive analysis.

**Frequency:** *32*

### Detailed Theme Identifier: 5

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** I think this would be helpful if i knew more about it. [system generated]

**Tags:** *helpful think would | helpful would | think would helpful | would helpful think*

#### Theme Quotes by Interaction

##### 201402250831-Caffeine Customer Insights-HDS

* I think that’s something that I have to try to improve on in this fiscal year.
* I’d likely have to go to the right individual to find them and they would dig them up.
* Because if it is flat files I have to interrogate them manually.
* Uh I think that one of the key things is what are the customer initiatives.

**Frequency:** *30*

##### 201403101041-Caffeine Customer Insights-HDS

* I think we can leverage our partners more from the user experience and we kind of take them completely out of the picture.
* I think for projects we were working at that time it was sufficient but it really hasn’t progressed.
* Interesting to see views over time as key criteria.
* Yes I am aware of different material and mostly receive the collateral via email.

**Frequency:** *30*

##### 201403110945-Caffeine Customer Insights-HDS

* I think that some of the way the analysts are presenting in terms of histograms are helpful.
* There’s a couple of different ways you can use the results.
* However we didn’t get the raw interviews and were left with the summaries.
* I usually go through Harry to get access to them.

**Frequency:** *30*

##### 201403121034-Caffeine Customer Insights-HDS

* At that time it was more specific to what we were doing and they were done 4-5 years ago.
* At that time yes they were.
* The next interview you do is always different from the first interview you did.
* So we’re saying how we normalize them?

**Frequency:** *30*

##### 201402271515-Caffeine Customer Insights-HDS

* When you think about open stack these are the customers industries 90% of them think open stack is the way to do.
* If so do you think they would be helpful?
* I just do it the manual way by reading and synthesize myself.
* 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.

**Frequency:** *30*

##### 201403140702-Caffeine Customer Insights-HDS

* There’s different approaches this.
* I think that the most profound outcome would be if it would really make us change the way we do business.
* I would find some of them but maybe not all.
* Yeah I think that market data on a larger scale would be interesting if we could connect with that.

**Frequency:** *30*

##### 201402240930-Caffeine Customer Insights-HDS

* Are I think that the mashup is interesting.
* We think that this is super valuable and use it to reinforce directions etc.
* Those things are interesting too because it gives you a sense of how relevant a topic.
* Take a picture of the site your at.

**Frequency:** *30*

##### 201402250915-Caffeine Customer Insights-HDS

* For example I have different people doing different things.
* Most of our guys are way behind in .
* Portability it would be great if you could sync them with your laptop so that if your traveling you can read them offline.
* If so do you think they would be helpful?

**Frequency:** *30*

##### 201402241004-Caffeine Customer Insights-HDS

* I don’t think they were so publicized.
* Either to reinforce what I’ve known or to find new things.
* Two things.
* I don't think that people know about them.

**Frequency:** *30*

##### 201403130801-Caffeine Customer Insights-HDS

* Different audiences different feedback different ways of disseminating the information.
* One of the most difficult things to understand when we visit a customer is who they are what’s their relationship with what were the most recent announcements.
* This is what makes the discussion interesting.
* They are some interesting sources of information but that’s not enough.

**Frequency:** *30*

##### 201403111306-Caffeine Customer Insights-HDS

* It would be interesting if we could make things more easily accessible via search or a virtual drive on everyone’s laptop.
* I think so the format is fine.
* If so do you think they would be helpful?
* Oh customer studies those I’ve been with the team and helped to make them in the past.

**Frequency:** *30*

##### 201402270900-Caffeine Customer Insights-HDS

* And different types of visualization.
* 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.
* Some way to bucket the contents.
* Well I just think it goes back to it is part of something else it is part of a bigger picture.

**Frequency:** *30*

##### 201402281310-Caffeine Customer Insights-HDS

* The word clouds would help me identify which ones were interesting.
* The ones that did wordclouds were more interesting to me because I could take visual stuff that helps me realize this was what I was looking for.
* If so do you think they would be helpful?
* I don’t think we do a great job at competitive analysis.

**Frequency:** *30*

### Detailed Theme Identifier: 6

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** I think this is a great way to reinforce things you already know about the year. [system generated]

**Tags:** *different | interesting | picture | reinforce | them | things | think | way | were | year*

#### Theme Quotes by Interaction

##### 201402250831-Caffeine Customer Insights-HDS

* So at a rudimentary level I have the tools.
* content/key term by geography time and vertical/sector?
* Level of investment from customers as in budget.
* Bottom line is that anytime you’re trying to get through this type of data the quicker you can get to the information you need the better.

**Frequency:** *30*

##### 201403101041-Caffeine Customer Insights-HDS

* I think that abstracted and visual to start with links to deeper content only because of the bandwidth and where this fits into the priorities of what we’re already doing.
* I would get more out of interacting with a group of people and make us accountable.
* content/key term by geography time and vertical/sector?
* I think we can leverage our partners more from the user experience and we kind of take them completely out of the picture.

**Frequency:** *30*

##### 201403110945-Caffeine Customer Insights-HDS

* However we didn’t get the raw interviews and were left with the summaries.
* content/key term by geography time and vertical/sector?
* If you can get to linear regression models to predict the future that is what you want to get to.
* Are Yeah that's what you try to get to.

**Frequency:** *30*

##### 201403121034-Caffeine Customer Insights-HDS

* Generally I’d start with the tags and get to the raw data.
* Yes content/key term by geography time and vertical/sector?
* I think it always has to start with the ends and then the mean come into perspective.
* Generally before we go in we set here are the 15 things we want to get out of the study.

**Frequency:** *30*

##### 201402271515-Caffeine Customer Insights-HDS

* I would like to get the output/summary yes.
* It is sufficient for the detail but not sufficient for the output summary in a tabulation kind of way.
* Some kind of summary/roll up is needed.
* Consistent need for roll-ups and quantitative summaries.

**Frequency:** *30*

##### 201403140702-Caffeine Customer Insights-HDS

* I found the summary report kind of interesting.
* The Summary report was good.
* content/key term by geography time and vertical/sector?
* A 3rd party trying to get a glimpse of what this is all about I would go to the summary first.

**Frequency:** *30*

##### 201402240930-Caffeine Customer Insights-HDS

* The content is great but some kind of exec summary might be nice.
* Just a one page summary.
* Some of that content too its not necessarily not just a one point in time kind of thing.
* Just wondering if there should be a one page executive summary.

**Frequency:** *30*

##### 201402250915-Caffeine Customer Insights-HDS

* Start from summaries and search and then move to the detail if possible.
* Once done and the content is consolidated and this would allow for top level summaries to raw content.
* This kind of content would be crucial for our business context.
* One use case would be hey AT&T give use information about the mainframe which would be to get to specific transcripts and summaries.

**Frequency:** *30*

##### 201402241004-Caffeine Customer Insights-HDS

* Start at the summary explore and then get to the detail.
* Again start with high level summaries and then drill in.
* Some kind of a summary with the reference to the original documents.
* Again the point of summaries and roll-ups come up to help people understand what needs to happen first from a high level.

**Frequency:** *30*

##### 201403130801-Caffeine Customer Insights-HDS

* Those that want detail you should provide it some want the high level summary and both are applicable.
* Abstracts summaries at a high level would be very helpful to review and preselect what you need from the materials.
* In some cases where you don’t know how to start the ability to search summarize and get abstracted summaries would be a good idea.
* So basically you can prepare summaries which can be inserted into high level feedback that can be presented publicly.

**Frequency:** *30*

##### 201403111306-Caffeine Customer Insights-HDS

* Start with summaries/visuals and then get to specific content.
* Summaries are a place to start from and then drill down.
* content/key term by geography time and vertical/sector?
* Knows about and has participated in past efforts yet an awareness of where the content is stored is lacking.

**Frequency:** *30*

##### 201402270900-Caffeine Customer Insights-HDS

* Summaries and visualizations are important.
* I think that everything is better if there is a summary sheet and then I can go and find the super detail.
* content/key term by geography time and vertical/sector?
* I also like when something were to get posted about that like on our business social network called the loop.

**Frequency:** *30*

##### 201402281310-Caffeine Customer Insights-HDS

* I’d like to start from the aggregation across all geographies and then drill down.
* Competitive analysis called out as a weak point mostly at the macro/trend level.
* content/key term by geography time and vertical/sector?
* However I never have the time to listen to everything and the summaries exist but did we miss something.

**Frequency:** *30*

### Detailed Theme Identifier: 7

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** This is a summary of the content and how to get it to high level. [system generated]

**Tags:** *content | detail | get | high level | kind | start | summaries | summary*

#### Theme Quotes by Interaction

##### 201402250831-Caffeine Customer Insights-HDS

* Today it is a manual effort of scouring through notes.
* On my phone I could do certain things and then have it sync back to a central version which can then be picked up by other form factors.
* There is some flexibility I can access it at my desk in the office on my tablet while I travel.
* Maybe you could visualize it like a mind map?

**Frequency:** *29*

##### 201403101041-Caffeine Customer Insights-HDS

* That depends the individual laptop first for me mobile secondary.
* The technology is becoming more mobile iOS driven.
* I think for projects we were working at that time it was sufficient but it really hasn’t progressed.
* Yeah I have heard and think that it may be useful with the assumption that we as employee will own it.

**Frequency:** *29*

##### 201403110945-Caffeine Customer Insights-HDS

* In terms of the presentation I think that we could do a better job in how it is mined presented and charted.
* If so do you think they would be helpful?
* I usually go through Harry to get access to them.
* This was likely a result of not being able to access the raw data.

**Frequency:** *29*

##### 201403121034-Caffeine Customer Insights-HDS

* Mobile device like an iPad.
* Customer profile information could be extremely relevant.
* It depends on the study.
* So this would be very helpful.

**Frequency:** *29*

##### 201402271515-Caffeine Customer Insights-HDS

* A laptop/webapp is best but anything on a laptop would be good.
* Customer requirements is the most important both today’s technology and technology in the future.
* It is really tough right now.
* Yes this would be helpful.

**Frequency:** *29*

##### 201403140702-Caffeine Customer Insights-HDS

* So when I print stuff I can read it annotate it.
* Looking into the past may yield new solutions for today’s or even future problems.
* I think that the most profound outcome would be if it would really make us change the way we do business.
* It actually goes two ways because we can share with them some of the great stuff we’re working on which is kind of symbiotic.

**Frequency:** *29*

##### 201402240930-Caffeine Customer Insights-HDS

* The mobile stuff today.
* I think that the mobile stuff is a little ahead of its time but maybe if you started now it would be ready for consumption.
* Today it is predominately a word doc.
* Not sure where this stuff lives but if it is on the Loo you could have more entry points like quotes.

**Frequency:** *29*

##### 201402250915-Caffeine Customer Insights-HDS

* iPads and tablets aren’t there today but we need to be ready for mobile access.
* Videos and MP3s won’t work on the cell phone today.
* Laptop access always and as I mentioned an offline version of this would be highly recommended.
* Yes and to be blunt the stuff that Ken had on this laptop with Project Blueshift was a good take at it.

**Frequency:** *29*

##### 201402241004-Caffeine Customer Insights-HDS

* It could be both the current and emerging platform.
* I think we are still very attached to the desktop and laptop.
* I think that in the end when we look at it we could really put together customer/market requirements from the beginning.
* If so do you think they would be helpful?

**Frequency:** *29*

##### 201403130801-Caffeine Customer Insights-HDS

* There would be situations where accessing for mobile devices would be necessary perhaps to show something very quickly in an instant.
* We kind of do that today but it is completely manual.
* But when it is something used to build your own materials it has to be a laptop and maybe a tablet later on.
* When you're in preparation mode it is your laptop and your connected to the network.

**Frequency:** *29*

##### 201403111306-Caffeine Customer Insights-HDS

* Mobile I use iPad but not sure that everyone is using it.
* No so much on the mobile phone it is too small.
* It would be interesting if we could make things more easily accessible via search or a virtual drive on everyone’s laptop.
* It is easier after that likely laptop.

**Frequency:** *29*

##### 201402270900-Caffeine Customer Insights-HDS

* 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.
* Well I just think it goes back to it is part of something else it is part of a bigger picture.
* If so do you think they would be helpful?

**Frequency:** *29*

##### 201402281310-Caffeine Customer Insights-HDS

* I think today we use it too late because we use customer stuff after the fact after we’ve made decisions.
* Is it possible to search audio recordings that would be interesting.
* The ones that did wordclouds were more interesting to me because I could take visual stuff that helps me realize this was what I was looking for.
* The other dimension we could potentially look at is analyst information.

**Frequency:** *29*

### Detailed Theme Identifier: 8

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** If only i could get access to this stuff on my laptop and phone today. [system generated]

**Tags:** *access | could | ipad | it | laptop | mobile | phone | stuff | today | would*

#### Theme Quotes by Interaction

##### 201402250831-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201403101041-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201403110945-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201403121034-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201402271515-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201403140702-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201402240930-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201402250915-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201402241004-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201403130801-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201403111306-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201402270900-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201402281310-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

### Detailed Theme Identifier: 9

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** A study of datamaterials used by a customer. [system generated]

**Tags:** *customer study datamaterials | datamaterials customer study | study datamaterials customer*

#### Theme Quotes by Interaction

##### 201402250831-Caffeine Customer Insights-HDS

* There is a clear lack of awareness here regarding type of collateral and location.
* Also there appear to be other customer study and interaction efforts which aren’t connected.
* There’s definitely a need for these studies and collateral yet personal organizational strategies are not as solid as they could be.
* Hmm.

**Frequency:** *22*

##### 201403101041-Caffeine Customer Insights-HDS

* Yes I am aware of different material and mostly receive the collateral via email.
* Make this a check mark on the development of our collateral like PRDs etc.
* Aware of the collateral but not a repository to track them identifies the fact that we aren’t keeping a longitudinal view of the customer.
* Behavior patterns in terms of getting to know the person progressing in time.

**Frequency:** *22*

##### 201403110945-Caffeine Customer Insights-HDS

* Definitely a different approach to getting at the collateral and using for other purposes.
* It is usually IDC 451 research etc.
* There’s a couple of different ways you can use the results.
* Most of my organization/consumption techniques are through peer interactions etc.

**Frequency:** *22*

##### 201403121034-Caffeine Customer Insights-HDS

* Also good awareness of key terms as a technique to quickly understand the gestalt of a set of interviews.
* I think that metadata about the customer is extremely relevant like size revenues etc.
* The next interview you do is always different from the first interview you did.
* We’d look for key words that are coming up most of the time.

**Frequency:** *22*

##### 201402271515-Caffeine Customer Insights-HDS

* Also due to usage of the collateral in the past location awareness was known.
* Awareness of keyterm/word clouds and this was of interest.
* But I would also like the ability to read through the whole thing as well.
* I’m still looking for trends quantitative trends or conclusions in some charts like percentage of customers people etc.

**Frequency:** *22*

##### 201403140702-Caffeine Customer Insights-HDS

* There’s different approaches this.
* Key terms bar charts etc.
* Therefore we need to synthesize across many customers etc.
* Generally the outcome could be a trend pain point or an increased awareness of conditions in the market.

**Frequency:** *22*

##### 201402240930-Caffeine Customer Insights-HDS

* Some sense of summary of the collateral is needed to decrease the mental load in gathering information from the collateral.
* Personal and professional discipline as well as objectives might be required to maintain a repository of collateral from customer studies.
* See 3.a.i See 3.a.i and others I’m constantly leveraging a huge repository of Powerpoints from customers OTP PM etc.
* We also have a wiki which is most often updated in conjunction with a particular release schedule.

**Frequency:** *22*

##### 201402250915-Caffeine Customer Insights-HDS

* For example I have different people doing different things.
* Knows about the collateral (documents recordings Powerpoint etc.)
* Yet we do have a team specific set of collateral from market analyst information etc.
* The second aspect is to gather the material from the OTP but there isn’t a central repository for all of these collateral.

**Frequency:** *22*

##### 201402241004-Caffeine Customer Insights-HDS

* A repository is good.
* Each one is different verbal versus visual.
* The collateral is super valuable and relevant to ning efforts.
* This sets the tone for drilling down into the raw collateral.

**Frequency:** *22*

##### 201403130801-Caffeine Customer Insights-HDS

* The visibility of the collateral is also a key problem in getting the word out.
* Different audiences different feedback different ways of disseminating the information.
* Clearly aware of the collateral’s location and states that it is important to do something with the data.
* Sharepoint theLoop etc.

**Frequency:** *22*

##### 201403111306-Caffeine Customer Insights-HDS

* Also performance data etc.
* Also refining the business model.
* Knows about and has participated in past efforts yet an awareness of where the content is stored is lacking.
* It depends but mainly understanding a particular product or use case its acceptability what customers are saying about it and getting responses about if the directions are right.

**Frequency:** *22*

##### 201402270900-Caffeine Customer Insights-HDS

* And different types of visualization.
* This suggests customer support interactions sales interactions etc.
* Also who should be the kind of recipients of the collateral from an organization context meaning PM should consume this data.
* This would allow for active questioning of the content/collateral and progress the material.

**Frequency:** *22*

##### 201402281310-Caffeine Customer Insights-HDS

* Has greater awareness of the collateral and immediate understanding of past/previous attempts to summarize with word clouds.
* It should be used to help validate explain etc.
* There are different outcomes/outputs depending on the intended approach used to consume or generate additional collateral from the materials.
* We’d need to put our interpretation on all of these data to help triangulate the collateral.

**Frequency:** *22*

### Detailed Theme Identifier: 10

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Different types of collateral are also available in the repository. [system generated]

**Tags:** *also | awareness | different | etc | getting | location | repository collateral*

#### Theme Quotes by Interaction

##### 201402250831-Caffeine Customer Insights-HDS

* If so can you describe the data?
* customer study data/materials?
* I think that flat files don’t help me very much unless I can have a tool that pulls data out.
* It would be better than the current state of affairs where we have to continually go back to the field and ask some of these data.

**Frequency:** *20*

##### 201403101041-Caffeine Customer Insights-HDS

* If so can you describe the data?
* customer study data/materials?
* Interesting to see views over time as key criteria.
* This should force change.

**Frequency:** *20*

##### 201403110945-Caffeine Customer Insights-HDS

* If so can you describe the data?
* I like data that helps me understand what I don’t have in the data set.
* If I have a big source of data I want to know what intangibles aren’t in the data set.
* customer study data/materials?

**Frequency:** *20*

##### 201403121034-Caffeine Customer Insights-HDS

* If so can you describe the data?
* customer study data/materials?
* Ideally we’d need to get this data from analysts but their data is always without the proper tangent of time in a sense they aren’t ever wrong.
* Generally I’d start with the tags and get to the raw data.

**Frequency:** *20*

##### 201402271515-Caffeine Customer Insights-HDS

* If so can you describe the data?
* Yes like market data.
* customer study data/materials?
* How do I put some context around these data they help me have the ah ah ha moment.

**Frequency:** *20*

##### 201403140702-Caffeine Customer Insights-HDS

* If so can you describe the data?
* customer study data/materials?
* I tried to do the same thing with technology analyst data that is create a table with as few words as possible to create a visual.
* However I struggle how this can be correlated with customer data.

**Frequency:** *20*

##### 201402240930-Caffeine Customer Insights-HDS

* If so can you describe the data?
* customer study data/materials?
* People are looking for data to support their own initiatives rather than blindly going into a document.
* Every so often in an easy to consume approach social status reports resending the materials the best data.

**Frequency:** *20*

##### 201402250915-Caffeine Customer Insights-HDS

* If so can you describe the data?
* customer study data/materials?
* That being said we’ve used this kind of data before to help us judge what we should build.
* The recording can range from Big Data ease of use therefore the challenge we face is that it is time consuming.

**Frequency:** *20*

##### 201402241004-Caffeine Customer Insights-HDS

* If so can you describe the data?
* customer study data/materials?
* More visibility to this data would be helpful.
* I would not wait for someone to read the data themselves.

**Frequency:** *20*

##### 201403130801-Caffeine Customer Insights-HDS

* If so can you describe the data?
* customer study data/materials?
* So how can we capture the data related to the user materials.
* Clearly aware of the collateral’s location and states that it is important to do something with the data.

**Frequency:** *20*

##### 201403111306-Caffeine Customer Insights-HDS

* If so can you describe the data?
* customer study data/materials?
* Also performance data etc.
* If you can put it in some sort of a data warehouse where users could mashup their data that would be great.

**Frequency:** *20*

##### 201402270900-Caffeine Customer Insights-HDS

* If so can you describe the data?
* customer study data/materials?
* Also who should be the kind of recipients of the collateral from an organization context meaning PM should consume this data.
* This suggests customer support interactions sales interactions etc.

**Frequency:** *20*

##### 201402281310-Caffeine Customer Insights-HDS

* If so can you describe the data?
* customer study data/materials?
* We’d need to put our interpretation on all of these data to help triangulate the collateral.
* It isn’t always to create something and there isn’t really a predetermined usage.

**Frequency:** *20*

### Detailed Theme Identifier: 11

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Ah describes how to create a set of data. [system generated]

**Tags:** *ah | create | data describe data | data set | describe data describe*

#### Theme Quotes by Interaction

##### 201402250831-Caffeine Customer Insights-HDS

* See above.
* We even have a customer interaction Sharepoint site that you’re supposed to go into and fill out customer interaction.
* Are You know I think that what I need to do is see more examples.
* I think that would definitely be helpful.

**Frequency:** *18*

##### 201403101041-Caffeine Customer Insights-HDS

* Interesting to see views over time as key criteria.
* I also don’t use these materials for every release.
* I think that abstracted and visual to start with links to deeper content only because of the bandwidth and where this fits into the priorities of what we’re already doing.
* As a reference and that is not always the case with every release.

**Frequency:** *18*

##### 201403110945-Caffeine Customer Insights-HDS

* See above Mostly through peer networks.
* I think that they are relatively effective.
* If so do you think they would be helpful?
* I think when we did the customer interviews that raw data was helpful.

**Frequency:** *18*

##### 201403121034-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* I think that metadata about the customer is extremely relevant like size revenues etc.
* I think it always has to start with the ends and then the mean come into perspective.
* Aware they exist don’t know aware of where the old ones are and not aware of where any new ones might I think that the first thing is that there are lot of studies already done.

**Frequency:** *18*

##### 201402271515-Caffeine Customer Insights-HDS

* See previous.
* When you think about open stack these are the customers industries 90% of them think open stack is the way to do.
* If so do you think they would be helpful?
* 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.

**Frequency:** *18*

##### 201403140702-Caffeine Customer Insights-HDS

* Looking into the past may yield new solutions for today’s or even future problems.
* While I see that folks can do this all electronically I’m not used to this model.
* If so do you think they would be helpful?
* A lot of the work and customer interactions I have these days I try out specific messaging to see if it works.

**Frequency:** *18*

##### 201402240930-Caffeine Customer Insights-HDS

* See 3.a.i See 3.a.i and others I’m constantly leveraging a huge repository of Powerpoints from customers OTP PM etc.
* Even recently in Bellevue we talked about the lack of a repository for information to get people onboard.
* Not sure where they are but assume Sharepoint/Loop.
* I think so.

**Frequency:** *18*

##### 201402250915-Caffeine Customer Insights-HDS

* See above.
* See above.
* Which are done yearly typically and you publish them on theLoop and it was on Sharepoint.
* I think that such a repository would be repurposed for a lot of reasons.

**Frequency:** *18*

##### 201402241004-Caffeine Customer Insights-HDS

* A repository is good.
* I see that everyone is still very attached to that.
* Something simply to read the internal trends and extract of what you see would be helpful.
* I don’t think they were so publicized.

**Frequency:** *18*

##### 201403130801-Caffeine Customer Insights-HDS

* Sharepoint theLoop etc.
* Even if I’m not a member I still need some key search capability to find the collateral for potential consumption.
* So uh yes I think so.
* If so do you think they would be helpful?

**Frequency:** *18*

##### 201403111306-Caffeine Customer Insights-HDS

* See above.
* Perhaps a shared HCP-AW folder.
* I think so the format is fine.
* If so do you think they would be helpful?

**Frequency:** *18*

##### 201402270900-Caffeine Customer Insights-HDS

* See above.
* I know there are [materials] I do not know where they are located but assume sharepoint.
* Therefore I think that the most useful platform is laptop.
* If so do you think they would be helpful?

**Frequency:** *18*

##### 201402281310-Caffeine Customer Insights-HDS

* I can even tell you the folder that I’ve saved those links in.
* Yes and I know that they are on the OTP Sharepoint but I do have the links on my computer somewhere.
* If so do you think they would be helpful?
* I don’t think we do a great job at competitive analysis.

**Frequency:** *18*

### Detailed Theme Identifier: 12

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** I think i have found a way to share the links between the folders on the theloop. [system generated]

**Tags:** *even | folder | links | release | see 3ai | sharepoint | theloop | think repository*

#### Theme Quotes by Interaction

##### 201402250831-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201403101041-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201403110945-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201403121034-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201402271515-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201403140702-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201402240930-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201402250915-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201402241004-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201403130801-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201403111306-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201402270900-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

##### 201402281310-Caffeine Customer Insights-HDS

* mediumroast.io was unable to find a relevant quote or text snippet for this theme.

**Frequency:** *None*

### Detailed Theme Identifier: 13

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Geography is a term used to describe geographic features and verticalsectors in time. [system generated]

**Tags:** *contentkey term geography | geography time verticalsector | term geography time*

#### Theme Quotes by Interaction

##### 201402250831-Caffeine Customer Insights-HDS

* PM may need to be a little bit more pushy to tell engineering on the usage of open source.
* I think if we had some consistency with our formats it would help.
* Are You know I think that what I need to do is see more examples.
* This will help me determine which requirements are the most relevant.

**Frequency:** *16*

##### 201403101041-Caffeine Customer Insights-HDS

* Also some sense of coupling them to specific verticals this could help in better ning.
* I will also need to socialize the outcomes/findings with those who I touch.
* Something to remind me of what we need to do as a next step.
* Yeah I have heard and think that it may be useful with the assumption that we as employee will own it.

**Frequency:** *16*

##### 201403110945-Caffeine Customer Insights-HDS

* Need to pull in other data sources.
* Although if you don’t have the raw data you may be stymied from doing proper visualizations.
* Visualizations that can help me understand topics that are outside are important.
* However this is hard to do especially given that we need to be giving decisions to financial firms.

**Frequency:** *16*

##### 201403121034-Caffeine Customer Insights-HDS

* This can help me better bring things to market at the right time.
* There are some on the PM site which was done as a part of the TPM interview process from a couple of years ago.
* If it is a tactical study then I have a specific list of things I need to find out.
* Ideally we’d need to get this data from analysts but their data is always without the proper tangent of time in a sense they aren’t ever wrong.

**Frequency:** *16*

##### 201402271515-Caffeine Customer Insights-HDS

* Can I easily leverage this for my MRD/PRD to help create the proper requirements.
* Consistent need for roll-ups and quantitative summaries.
* How do I put some context around these data they help me have the ah ah ha moment.
* 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.

**Frequency:** *16*

##### 201403140702-Caffeine Customer Insights-HDS

* Therefore we need to synthesize across many customers etc.
* Looking into the past may yield new solutions for today’s or even future problems.
* Here’s a specific story: one time we were doing a customer study and we included PM in the work and they were involved in the whole process.
* Yet the challenge is if the population of interviewees is too small key term visualizations may not be a good approach.

**Frequency:** *16*

##### 201402240930-Caffeine Customer Insights-HDS

* Maybe marketing could help out.
* You need as many interest points as possible.
* I think that photos actually help to create more interest.
* I use this material to help construct the best content for a particular activity.

**Frequency:** *16*

##### 201402250915-Caffeine Customer Insights-HDS

* Whereas PMs may need to reply to roadmap challenges.
* The MRD is something that PMM believes should be there.
* One more thing there’s the MRD ERD and PRD process.
* Also PMs need to provide input on what sorts of questions need to be in the interviews.

**Frequency:** *16*

##### 201402241004-Caffeine Customer Insights-HDS

* If you’re waiting for others to read it you may miss out.
* We need at a certain point to have a quarterly review.
* A deeper division by geo will certainly help in understanding.
* Need better and potentially continuous “advertisement” on what’s happening.

**Frequency:** *16*

##### 201403130801-Caffeine Customer Insights-HDS

* We spend more time trying to understand what we don’t need versus what we need and I think it should be the other way around.
* To ease the manipulation we should help out with some form of automation.
* So something that can get into the audio recordings and help us better make insights would be helpful.
* Abstracts summaries at a high level would be very helpful to review and preselect what you need from the materials.

**Frequency:** *16*

##### 201403111306-Caffeine Customer Insights-HDS

* Business model is where I felt most of the time is important to help what the customer is saying and then requirements.
* However if you don’t have access to the right system you may perform searches find a bunch of junk and then ultimately give up.
* It would be interesting if we could make things more easily accessible via search or a virtual drive on everyone’s laptop.
* content/key term by geography time and vertical/sector?

**Frequency:** *16*

##### 201402270900-Caffeine Customer Insights-HDS

* The mobile look and feel is an advantage but may not be a hard requirement.
* We need to understand what we’re trying to accomplish with the next step.
* We also need to think about how the customer study can be used to influence the interactions with the customer and ourselves.
* This suggests customer support interactions sales interactions etc.

**Frequency:** *16*

##### 201402281310-Caffeine Customer Insights-HDS

* We’d need to put our interpretation on all of these data to help triangulate the collateral.
* It should be used to help validate explain etc.
* The word clouds would help me identify which ones were interesting.
* The only reason that I say “I guess” is that when you consider geography when you drill down too much it may be less useful.

**Frequency:** *16*

### Detailed Theme Identifier: 14

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** Pms may need a little help with the engineering. [system generated]

**Tags:** *didnt | engineering | help | may need | mrd | pmm | pms | process*

#### Theme Quotes by Interaction

##### 201402250831-Caffeine Customer Insights-HDS

* Because if it is flat files I have to interrogate them manually.
* I have some sort of [audio] index would be helpful.
* I think that flat files don’t help me very much unless I can have a tool that pulls data out.
* Again this helps me not have to sit there and listen to the whole recording.

**Frequency:** *15*

##### 201403101041-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* I would get more out of interacting with a group of people and make us accountable.
* Interesting to see views over time as key criteria.
* Yeah.

**Frequency:** *15*

##### 201403110945-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* This leads to data/information that might be incomplete and therefore would result in inappropriate conclusions.
* However the challenge is that it isn’t really possible to aggregate continuously the entire population of users.
* If you can get to linear regression models to predict the future that is what you want to get to.

**Frequency:** *15*

##### 201403121034-Caffeine Customer Insights-HDS

* Today I really store these results as flat files and audio recordings and this depends on what we get from the customers.
* So this would be very helpful.
* If so do you think they would be helpful?
* Maybe tagging them with some key words or the metadata about the customer would be the first give away.

**Frequency:** *15*

##### 201402271515-Caffeine Customer Insights-HDS

* Yes this would be helpful.
* 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.
* I would like to get the output/summary yes.
* If so do you think they would be helpful?

**Frequency:** *15*

##### 201403140702-Caffeine Customer Insights-HDS

* Are Should be interesting and I would guess that geo + keyterms would have an impact.
* I think that the most profound outcome would be if it would really make us change the way we do business.
* If so do you think they would be helpful?
* I would find some of them but maybe not all.

**Frequency:** *15*

##### 201402240930-Caffeine Customer Insights-HDS

* Even if I wanted to I could not read/listen to the materials.
* Not sure it would be worth the investment.
* If so do you think they would be helpful?
* At that time I would definitely consume them in the past.

**Frequency:** *15*

##### 201402250915-Caffeine Customer Insights-HDS

* The formats are word Powerpoint and audio recordings.
* but cites insufficient time to listen to the recordings.
* Right now I read the transcripts and I don’t listen to the recordings.
* If we would have better tools to find content in materials like audio files.

**Frequency:** *15*

##### 201402241004-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* More visibility to this data would be helpful.
* I would not wait for someone to read the data themselves.
* Something simply to read the internal trends and extract of what you see would be helpful.

**Frequency:** *15*

##### 201403130801-Caffeine Customer Insights-HDS

* So something that can get into the audio recordings and help us better make insights would be helpful.
* There would be situations where accessing for mobile devices would be necessary perhaps to show something very quickly in an instant.
* Having a choice it would be a good idea.
* If so do you think they would be helpful?

**Frequency:** *15*

##### 201403111306-Caffeine Customer Insights-HDS

* Yeah that would be helpful.
* If so do you think they would be helpful?
* I would usually talk to the field ask questions working with Gartner analysts and then Internet research.
* If you can put it in some sort of a data warehouse where users could mashup their data that would be great.

**Frequency:** *15*

##### 201402270900-Caffeine Customer Insights-HDS

* If so do you think they would be helpful?
* I would consume the materials when I’m writing the next knowledge artifact.
* This would allow for active questioning of the content/collateral and progress the material.
* This suggests customer support interactions sales interactions etc.

**Frequency:** *15*

##### 201402281310-Caffeine Customer Insights-HDS

* Is it possible to search audio recordings that would be interesting.
* So I appreciated the fact that a lot of this got recorded but there are hours of recordings.
* If so do you think they would be helpful?
* However I never have the time to listen to everything and the summaries exist but did we miss something.

**Frequency:** *15*

### Detailed Theme Identifier: 15

Each theme, if quotes/snippets are detected, has appropriate data pulled from interactions listed below. Additionally, the frequency of each theme is reported to provide the user with a sense of how strong the theme is relative to the other themes in the sub-study.

**Definition:** Description generated by the Mediumroast Caffeine machine intelligence service, please replace the definition with your own.

**Fortune:** A man is listening to audio recordings in a flat. [system generated]

**Tags:** *audio recordings | flat files | listen | recordings would*

#### Theme Quotes by Interaction

References

## 201912151800-Caffeine Customer Insights-Aha

Date: 2019-12-15 18:00 | Sub-Study Identifier: 1

Александр Присмотров about a year ago How should I optimize analyzing customer interviews? Although comments were recorded we also had staffers take down comments in an excel sheet. These features/functions were then listed in the order of intensity which was assumed to be how often it was brought up. Some of which were quite drastic... 3 Александр Присмотров about a year ago Chris this is really helpful for me. I have several follow-up questions: What do you mean by "bad" features? Or maybe you...

Interaction Resource: [201912151800-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912151800-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912151900-Caffeine Customer Insights-Aha

Date: 2019-12-15 19:00 | Sub-Study Identifier: 1

Александр Присмотров about a year ago How do you prepare for customer interviews? In this case you can have a long form question with multiple followup interview since the customer understands you are trying to get them a better product/service. Additionally the stickiness to your product will increase even if the product has some issues to be resolved....

Interaction Resource: [201912151900-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912151900-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912152000-Caffeine Customer Insights-Aha

Date: 2019-12-15 20:00 | Sub-Study Identifier: 1

Александр Присмотров How do you simplify the process of customer interviews? If you periodically face similar problems (or just want to optimize these processes) I would like to ask you several questions and show you the solution I designed. If the interview is over the phone and the client/customer is talkative enough it's possible to take notes of at least of the most important things during the interview....

Interaction Resource: [201912152000-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912152000-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912161800-Caffeine Customer Insights-Aha

Date: 2019-12-16 18:00 | Sub-Study Identifier: 1

What process do you use to prioritize product features required from multiple stakeholders? What tips do you have for dealing with scope creep? You may do some of that in the tool itself (description or comment) but you may find there are some models or references that apply to multiple backlog items. Here's a bit more on describing backlog items. Other approaches can produce well crafted requirements statements which aren't just for development good for other things like evaluating software pac...

Interaction Resource: [201912161800-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912161800-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912161900-Caffeine Customer Insights-Aha

Date: 2019-12-16 19:00 | Sub-Study Identifier: 1

Rishabh Saxena How do you conduct user research and collect feedback from users? Have you seen organizations mess it up or confuse it with market research? Andy Trus Product Manager at WebAssign Rishabh I can share how I've solved this problem: Go into depth with the sales team about your research methodology. If you wait until 2 weeks before a release to share with them a design that's been in the works for months you may not like what you hear from them Best of luck Patrick Quinlan Manager Tec...

Interaction Resource: [201912161900-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912161900-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912162000-Caffeine Customer Insights-Aha

Date: 2019-12-16 20:00 | Sub-Study Identifier: 1

Omer Gartzman Who owns user research in your company and how well does it work? For a product manager research serves to validate the assumptions in a business case such as each of the topic areas in Ash Maurya's canvas. The numbers show the order from most critical (#1: customer segment or person) to least critical (#9: cost structure)....

Interaction Resource: [201912162000-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912162000-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912171800-Caffeine Customer Insights-Aha

Date: 2019-12-17 18:00 | Sub-Study Identifier: 1

Ruby Menon What should a product manager focus on in an early stage startup? Not to say that they have no value rather it's that to have personas that accurately portray the motivations and values of customer segments requires far more data than most startups or agencies expect or sometimes even have access to. 2 John Eaton Client Strategist at Macomb-OU Incubator As a long time PM now in a consulting role for start-ups & entrepreneurs I'd say the focus ought to be on end-user/customer discovery...

Interaction Resource: [201912171800-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912171800-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912171900-Caffeine Customer Insights-Aha

Date: 2019-12-17 19:00 | Sub-Study Identifier: 1

Michael Martin When do you use quantitative vs. qualitative research? Qualitative research = open-ended questions > hypothesis Quantitative research = data-centric > validation So before you immediately start wrangling data or setting up user interviews ask yourself one simple question: Would my problem best be solved by feelings or facts? Good product managers will depend on both quantitative and qualitative data to get the full picture. But understanding the right time to use each is a powerfu...

Interaction Resource: [201912171900-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912171900-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912172000-Caffeine Customer Insights-Aha

Date: 2019-12-17 20:00 | Sub-Study Identifier: 1

You Might Also Should product managers use the same tools as development teams? Kartik Dadwal Are survey tools like Qualtrics or Survey Monkey useful? | Ex-Chief Product Officer @Vuukle | UCLA Anderson MBA @Steve - Thanks for your insight. Having a defined objective before you get started will help you know which tool can help or which method to use. I got so annoyed with Survey Monkey and Qualtrics that I started building my own software to help me get more high quality user responses with stra...

Interaction Resource: [201912172000-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912172000-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912181800-Caffeine Customer Insights-Aha

Date: 2019-12-18 18:00 | Sub-Study Identifier: 1

You Might Also General Assembly vs. Product School: Which course is better and why? Do you have a business case template to capture the feature + ROI? Steve Johnson Helping teams apply the best practices of product management. What one thing could we do to the product to make it more attractive for future buyers? What should I know about you and your approach to buying products? Especially useful in Enterprise deals where not just the product but the how you handled the sales process can make a ...

Interaction Resource: [201912181800-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912181800-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912181900-Caffeine Customer Insights-Aha

Date: 2019-12-18 19:00 | Sub-Study Identifier: 1

Donna Mitchell Where do you look for new product ideas? The goal is not to be innovative in the problem statement. Some customer needs might be outside your area of focus and therefore might take you in a direction that is not aligned with the company's strategy and vision. You never really know where the next big idea lies. Have everyone involved in conversations discussions and feedback. We desperately need to find ways that we can better observe our customers to find inspiration for micro-inn...

Interaction Resource: [201912181900-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912181900-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912182000-Caffeine Customer Insights-Aha

Date: 2019-12-18 20:00 | Sub-Study Identifier: 1

You Might Also What is on your End Of Life checklist? Specifically we are looking for - would they choose to use it (value) can they use it (usability) and can we actually build it (feasibility). Note that it is critical to involve both your designers and your engineers in this process. The minimal feature needs to be able handle customer usage have analytics in place so that you can understand performance vs. the existing feature and must work well enough that it doesn't hurt your brand. Furthe...

Interaction Resource: [201912182000-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912182000-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912191800-Caffeine Customer Insights-Aha

Date: 2019-12-19 18:00 | Sub-Study Identifier: 1

Jessica Groff What do you do when you inherit a product that's a mess? Think before you act if you have time.—A military maxim Start by reading everything you can—business case personas product stories positioning—and start documenting what you learn. Interview the developers support people and sales folks for their perspectives. Now interview a dozen customers or potential customers. Understand the problem they're trying to solve and how (or if) your product solves it. The number of times I ass...

Interaction Resource: [201912191800-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912191800-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912191900-Caffeine Customer Insights-Aha

Date: 2019-12-19 19:00 | Sub-Study Identifier: 1

Mike Eng What are some good methods for validating how pervasive a problem is in the market? The number of signups will indicate interest. Eventually you'll want a web site for defining alerts and an app to receive them but only when the manual process can't keep up. Drew Houston used this technique with Dropbox. He was having difficulty explaining the concept but once users saw a video... they realized Dropbox was an amazing solution to a problem they didn't really think about. I have found tec...

Interaction Resource: [201912191900-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912191900-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912192000-Caffeine Customer Insights-Aha

Date: 2019-12-19 20:00 | Sub-Study Identifier: 1

You Might Also What methods or frameworks do you use to prioritize features? I manage a separate agile scrum team for product 1. In terms of running a sprint team whilst trying to do discovery for something big and new that is tough. This is how I have been thinking about the problem also. If accessing internal experts and stakeholders is a bottle neck in your case think how can you speed up the process: maybe you can schedule meeting/calls with them in advance and ask them about several hypothe...

Interaction Resource: [201912192000-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912192000-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912201800-Caffeine Customer Insights-Aha

Date: 2019-12-20 18:00 | Sub-Study Identifier: 1

Donna Mitchell When hiring a product manager what skills do you look for? 39 Jessica Groff Group Manager Product @ Hiring a product manager is hard. When interviewing product managers ask yourself if they: Did their homework - Good product managers base their decisions in research. I hire for talent over skills and experience. er Martin Rayala distinguishes among four types of learning: transmission acquisition accretion and emergence. This characteristic is closely tied to emergent learning. Gr...

Interaction Resource: [201912201800-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912201800-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912201900-Caffeine Customer Insights-Aha

Date: 2019-12-20 19:00 | Sub-Study Identifier: 1

You Might Also What is the best walk-through software to onboard new users? What are the most common tools that product managers use on a day-to-day basis? What are your sources of customer feedback? You can see the blog post here: https://blog.aha.io/enhanced-aha-for-marketing-integration-with-google-analytics So for the product marketing folks viewing this thread....If you are already using for and looking for a better way to connect your GA data with your actual work activities this should he...

Interaction Resource: [201912201900-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912201900-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912202000-Caffeine Customer Insights-Aha

Date: 2019-12-20 20:00 | Sub-Study Identifier: 1

You Might Also What is your favorite quote about product management? Here are a few of them: Seek out new information (OUTSIDE YOUR ORG) The biggest ideas are likely to be found outside your organization or at least the data that leads you to the next big feature idea. Dig into customer success reports analyze where your users are spending their time (and where they're not) and figure out what makes your super-users unique....

Interaction Resource: [201912202000-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912202000-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912211800-Caffeine Customer Insights-Aha

Date: 2019-12-21 18:00 | Sub-Study Identifier: 1

You Might Also Which wireframe or prototyping tool do you use and why do you prefer it? What were the top product management or UX articles of 2017? Where can I read more about those Product Discovery techniques? Andy Trus Product Manager at WebAssign Rishabh I can share how I've solved this problem: Go into depth with the sales team about your research methodology. Once you're complete you're likely going to have immediate feedback that was not anyone's radar which will immediately showcase the...

Interaction Resource: [201912211800-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912211800-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912211900-Caffeine Customer Insights-Aha

Date: 2019-12-21 19:00 | Sub-Study Identifier: 1

You Might Also What methods or frameworks do you use to prioritize features? My training in product management is going to an end and recently I have been interviewing for a junior product manager position. This requires professional judgement / product sense. Specifically we are looking for - would they choose to use it (value) can they use it (usability) and can we actually build it (feasibility). Jim Begley Technical PM fluent in lean startups and ITSM business about a year ago I sense the qu...

Interaction Resource: [201912211900-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912211900-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912212000-Caffeine Customer Insights-Aha

Date: 2019-12-21 20:00 | Sub-Study Identifier: 1

You Might Also Do you have a business case template to capture the feature + ROI? Begin with qualitative research; measure with quantitative. The number of signups will indicate interest. I have found technology-based solutions that don't require a full-service approach for parts of the problem Do you have an idea on what the production/solution might be? And as Justin notes landing pages are another way to validate your solution: you might also combine a landing page with running brief ad campa...

Interaction Resource: [201912212000-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912212000-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 201912212100-Caffeine Customer Insights-Aha

Date: 2019-12-21 21:00 | Sub-Study Identifier: 1

Andrew J. Advice to define our PM process? Myself and one other PM were brought in to a startup that was recently acquired. They interview product leaders from all sorts of companies so there's a variety of perspectives.. I bet some of the episodes in the archives would directly answer the questions you've listed. So those are just few resources to get you started. What is a set of deliverables that a new Product Manager should work on in the first month at a startup?...

Interaction Resource: [201912212100-Caffeine Customer Insights-Aha](http://mr-02:9000/mediumroastinc/201912212100-AMER-US-CA-SAN DIEGO-ICT-Caffeine Customer Insights-Aha-Online.pdf)

## 202107091400-Caffeine Customer Insights-VMware

Date: 2021-07-09 14:00 | Sub-Study Identifier: 2

Attendees Michael Hay Rizwan Muhammad Andrew Nielsen (Marketing at VMware + Startup Consultant) Questions Do you feel that your company is doing well with capturing customer and competitive insights for the purposes of building the right products and services? The company that I work with struggles with capturing customer input. I really like the 2nd pillar of your value proposition that speaks to providing visibility to all key stakeholders from other groups and bring them together to collabo...

Interaction Resource: [202107091400-Caffeine Customer Insights-VMware](http://mr-02:9000/mediumroastinc/202107091400-AMER-US-California-Campbell-ICT-Caffeine Customer Insights-VMware-Interview.pdf)

## 202107231300-Caffeine Customer Insights-Hitachi

Date: 2021-07-23 13:00 | Sub-Study Identifier: 2

Attendees Michael Hay Rizwan Muhammad Leo Del Riego Andrew Nielsen (Vice President of PM at Hitachi) Questions Do you feel that your company is doing well with capturing customer and competitive insights for the purposes of building the right products and services? 2.The product team’s budget accounts 3.Funded out of my team 4.I currently fund about full seats with potentially up to 0 that are read only Do you think there is room to buy a tool like this? “ 2.6-months down the road if you don...

Interaction Resource: [202107231300-Caffeine Customer Insights-Hitachi](http://mr-02:9000/mediumroastinc/202107231300-AMER-US-California-San Diego-ICT-Caffeine Customer Insights-Hitachi-Interview.pdf)

## 202107281900-Caffeine Customer Insights-Google

Date: 2021-07-28 19:00 | Sub-Study Identifier: 2

Stephen Chung – Customer Insights Inten on: To determine whether there is a need for Medium Roast o erings by interviewing Product Managers and individuals with similar or related roles in the Informa on Technology industry. LDR To tell me if it is a private product. 00:025 LDR Speaking about a group mapping UM who's your primary audience for roadmapping by when you're presen ng a road map who do you present it to? 00:055 SC Might hit one year literally yesterday and so like thank you thank you....

Interaction Resource: [202107281900-Caffeine Customer Insights-Google](http://mr-02:9000/mediumroastinc/202107281900-AMER-US-California-San Francisco-ICT-Caffeine Customer Insights-Google-Interview.pdf)

## 202107301345-Caffeine Customer Insights-Microsoft

Date: 2021-07-30 13:45 | Sub-Study Identifier: 2

Audio le Bryce\_Leo-20210730\_134557-Mee ng So as well. 00:00Speaker 2 So and largely the way that uh our team has put it is they're asking for output as opposed to outcome. 00:023 Speaker 2 But it's but what we get into is the the situa on where we're building what a few people think is the right thing without truly going through the process of building something that will solve everyone's problems. 00:043 Speaker 2 What we from what we call super users and they are the most experienced planners....

Interaction Resource: [202107301345-Caffeine Customer Insights-Microsoft](http://mr-02:9000/mediumroastinc/202107301345-AMER-US-Washington-Seattle-ICT-Caffeine Customer Insights-Microsoft-Interview.pdf)

## 202108031722-Caffeine Customer Insights-Amazon

Date: 2021-08-03 17:22 | Sub-Study Identifier: 2

Audio le ¿Y a este nuevo cuerpo animal Jus n? ¿ Itself with you work can I have it Business Intelligence for foreach K. Alexa Amazon da Xhamster. ¿ Costa mar en compe vo insights hoy será un líder. 00:007 Speaker 3 Haz me dicen mis Internet so ware insights for the fourth and the now what the Party es Performing un Basic Beats. 00:039 Speaker 3 2 meses trucco and Dark web orden. Background am a baltar speci c problem and awaits the hack the nish and get you want the nish and Bear. DI know IT bac...

Interaction Resource: [202108031722-Caffeine Customer Insights-Amazon](http://mr-02:9000/mediumroastinc/202108031722-AMER-US-Washington-Seattle-ICT-Caffeine Customer Insights-Amazon-Interview.pdf)

## 202108041019-Caffeine Customer Insights-Providence Health and Services

Date: 2021-08-04 10:19 | Sub-Study Identifier: 2

Audio le Mark\_Leonardo-20210804\_101907-Mee ng This is Mark that I would like to understand is UM within. I think when you look at healthcare speci cally though uhm you know there. 00:000 Speaker 2 Essen ally you know they they Providence is very di erent than than Microso in that. 00:028 Speaker 2 Then we had so ware engineers and and ran a dev OPS model. 00:042 Speaker 2 Understand it understand that third party applica ons they deal with the vendors and and you know try to you know encourage t...

Interaction Resource: [202108041019-Caffeine Customer Insights-Providence Health and Services](http://mr-02:9000/mediumroastinc/202108041019-AMER-US-Washington-Seattle-Health Care-Caffeine Customer Insights-Providence Health and Services-Interview.pdf)

## 202108051509-Caffeine Customer Insights-eBay

Date: 2021-08-05 15:09 | Sub-Study Identifier: 2

Audio le Gopi\_Leonardo-20210805\_150931-Mee ng It says it is recording the word. It it was basically a repor ng tool or repor ng pla orm is what I managed at the start on the web. 00:0 Speaker 1 The ones that make me buy. 00:0 Speaker 2 Basically those things are di erent campaigns and now I own the en re spectrum of campaign manager. 00:02Speaker 2 They'll put what is the quali ca on criteria to serve this campaign and when the they I mean they they do en re thing like they set up those campaign...

Interaction Resource: [202108051509-Caffeine Customer Insights-eBay](http://mr-02:9000/mediumroastinc/202108051509-AMER-US-Washington-Redmond-ICT-Caffeine Customer Insights-eBay-Interview.pdf)

## 202108091407-Caffeine Customer Insights-JP Morgan Chase

Date: 2021-08-09 14:07 | Sub-Study Identifier: 2

Audio le Manasa \_ Leo-20210809\_140725-Mee ng So the ques ons are pre y pre y straigh orward no worries. JP Morgan Chase and Co. Currently I had the data pla orm and I'm building tools and services for the en re JP Morgan and Chase line of business is to move their data into the cloud and also access the data from the cloud ecosystems. 00:02Speaker 2 Uh so just to clarify when you mean a customer or third party. 00:032 Speaker 2 Are you talking about the data insights? Yeah few aspects here Leo u...

Interaction Resource: [202108091407-Caffeine Customer Insights-JP Morgan Chase](http://mr-02:9000/mediumroastinc/202108091407-AMER-US-California-San Francisco-Finance-Caffeine Customer Insights-JP Morgan Chase-Interview.pdf)

## 201402240930-Caffeine Customer Insights-HDS

Date: 2014-02-24 09:30 | Sub-Study Identifier: default

I know that Scott N. used to send them out in the past. Are I think that the mashup is interesting. I think that your status report might be a good approach to recycle some of that content. Not sure where this stuff lives but if it is on the Loo you could have more entry points like quotes. I think I use it to validate my own vision and strategy. Given all of that I use it to defend where we’re going. See 3.a.i See 3.a.i and others I’m constantly leveraging a huge repository of Powerpoints from ...

Interaction Resource: [201402240930-Caffeine Customer Insights-HDS](http://mr-02:9000/mediumroastinc/201402240930-AMER-US-CA-SANTA CLARA-ICT-Caffeine Customer Insights-HDS-Interview.pdf)

## 201402241004-Caffeine Customer Insights-HDS

Date: 2014-02-24 10:04 | Sub-Study Identifier: default

Um frankly you catch me quite naked here. Probably we’re way too much internally focused. For example the flash everyone has talked about what we should do but there is a missing point of directions to take. Again start with high level summaries and then drill in. 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. In my case I don’t think I have a system anymore. S...

Interaction Resource: [201402241004-Caffeine Customer Insights-HDS](http://mr-02:9000/mediumroastinc/201402241004-AMER-US-CA-SANTA CLARA-ICT-Caffeine Customer Insights-HDS-Interview.pdf)

## 201402250831-Caffeine Customer Insights-HDS

Date: 2014-02-25 08:31 | Sub-Study Identifier: default

I think in the past there have been customer study materials. Maybe we should be visiting the customer once a half and then following up. MS Word is a little more helpful because I can jump to a word by searching. It would be better than the current state of affairs where we have to continually go back to the field and ask some of these data. This helps us tailor things in business and justify investment. Today it is a manual effort of scouring through notes. Um I think that one of the things th...

Interaction Resource: [201402250831-Caffeine Customer Insights-HDS](http://mr-02:9000/mediumroastinc/201402250831-AMER-US-CA-SANTA CLARA-ICT-Caffeine Customer Insights-HDS-Interview.pdf)

## 201402250915-Caffeine Customer Insights-HDS

Date: 2014-02-25 09:15 | Sub-Study Identifier: default

Which are done yearly typically and you publish them on theLoop and it was on Sharepoint. If we would have better tools to find content in materials like audio files. 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. The repository is important how you search and index who takes the time to tag it. So this can save people a lot of time and filtering etc. One us...

Interaction Resource: [201402250915-Caffeine Customer Insights-HDS](http://mr-02:9000/mediumroastinc/201402250915-AMER-US-CA-SANTA CLARA-ICT-Caffeine Customer Insights-HDS-Interview.pdf)

## 201402270900-Caffeine Customer Insights-HDS

Date: 2014-02-27 09:00 | Sub-Study Identifier: default

I know there are [materials] I do not know where they are located but assume sharepoint. But when we did discover them somehow we found that they weren’t usable/useful. So it is driving what I do with this customer study material. Well I think so the customer insights are most important to the knowledge chain of how I’m going to build my next deliverable. Basically we should be mining the customer experience along with focused customer studies....

Interaction Resource: [201402270900-Caffeine Customer Insights-HDS](http://mr-02:9000/mediumroastinc/201402270900-AMER-US-CA-SANTA CLARA-ICT-Caffeine Customer Insights-HDS-Interview.pdf)

## 201402271515-Caffeine Customer Insights-HDS

Date: 2014-02-27 15:15 | Sub-Study Identifier: default

It is sufficient for the detail but not sufficient for the output summary in a tabulation kind of way. Awareness of keyterm/word clouds and this was of interest. Not only technology by how would they consume the technology. 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....

Interaction Resource: [201402271515-Caffeine Customer Insights-HDS](http://mr-02:9000/mediumroastinc/201402271515-AMER-US-CA-SANTA CLARA-ICT-Caffeine Customer Insights-HDS-Interview.pdf)

## 201402281310-Caffeine Customer Insights-HDS

Date: 2014-02-28 13:10 | Sub-Study Identifier: default

Yes and I know that they are on the OTP Sharepoint but I do have the links on my computer somewhere. I can even tell you the folder that I’ve saved those links in. Visualizations that I found impactful as of late: Boston Consulting Matrix models are very interesting but not sure if this might be a proper/possible summary or not. I think today we use it too late because we use customer stuff after the fact after we’ve made decisions. I don’t think we do a great job at competitive analysis....

Interaction Resource: [201402281310-Caffeine Customer Insights-HDS](http://mr-02:9000/mediumroastinc/201402281310-AMER-US-CA-SANTA CLARA-ICT-Caffeine Customer Insights-HDS-Interview.pdf)

## 201403101041-Caffeine Customer Insights-HDS

Date: 2014-03-10 10:41 | Sub-Study Identifier: default

Yes I am aware of different material and mostly receive the collateral via email. That is because our users go through a transition just like technology and we haven’t tracked that correctly. As a reference and that is not always the case with every release. I haven’t every written a profile of a user who will use the product. How much of an influence they have on the buying decision which is very complex to gather based upon vertical geography and chain of command....

Interaction Resource: [201403101041-Caffeine Customer Insights-HDS](http://mr-02:9000/mediumroastinc/201403101041-AMER-US-CA-SANTA CLARA-ICT-Caffeine Customer Insights-HDS-Interview.pdf)

## 201403110945-Caffeine Customer Insights-HDS

Date: 2014-03-11 09:45 | Sub-Study Identifier: default

Yeah we’ve got a variety of customer study materials on Diamond. I think that they are relatively effective. Although if you don’t have the raw data you may be stymied from doing proper visualizations. We were focused on using the data as a form of sentiment analytics in the past when I worked at analyst firms. Definitely a different approach to getting at the collateral and using for other purposes. His view is colored by past experiences as a financial analyst....

Interaction Resource: [201403110945-Caffeine Customer Insights-HDS](http://mr-02:9000/mediumroastinc/201403110945-AMER-US-CA-SANTA CLARA-ICT-Caffeine Customer Insights-HDS-Interview.pdf)

## 201403111306-Caffeine Customer Insights-HDS

Date: 2014-03-11 13:06 | Sub-Study Identifier: default

I know there are case studies and I’m forgetting the name there’s a girl that manages our case studies. Knows about and has participated in past efforts yet an awareness of where the content is stored is lacking. Perhaps the data should be pushed to the users that would make it much easier to solve the business problem whereby people don’t have enough time for careful consideration. Business model is where I felt most of the time is important to help what the customer is saying and then requirem...

Interaction Resource: [201403111306-Caffeine Customer Insights-HDS](http://mr-02:9000/mediumroastinc/201403111306-AMER-US-CA-SANTA CLARA-ICT-Caffeine Customer Insights-HDS-Interview.pdf)

## 201403121034-Caffeine Customer Insights-HDS

Date: 2014-03-12 10:34 | Sub-Study Identifier: default

There are some on the PM site which was done as a part of the TPM interview process from a couple of years ago. Aware they exist don’t know aware of where the old ones are and not aware of where any new ones might I think that the first thing is that there are lot of studies already done. Yes content/key term by geography time and vertical/sector? Can we look at customers over time what is the trend in the customer’s mind over time? This can help me better bring things to market at the right tim...

Interaction Resource: [201403121034-Caffeine Customer Insights-HDS](http://mr-02:9000/mediumroastinc/201403121034-AMER-US-CA-SANTA CLARA-ICT-Caffeine Customer Insights-HDS-Interview.pdf)

## 201403130801-Caffeine Customer Insights-HDS

Date: 2014-03-13 08:01 | Sub-Study Identifier: default

It is in some cases it represents a basis but it is never enough. It might be harder to build that kind of knowledge base associated to the material but it would be helpful. In some cases where you don’t know how to start the ability to search summarize and get abstracted summaries would be a good idea. I think definitely it has to be multiple types of support. The materials we use are there mostly to create a reaction/comments from our users. This is what makes the discussion interesting. But a...

Interaction Resource: [201403130801-Caffeine Customer Insights-HDS](http://mr-02:9000/mediumroastinc/201403130801-AMER-US-CA-SANTA CLARA-ICT-Caffeine Customer Insights-HDS-Interview.pdf)

## 201403140702-Caffeine Customer Insights-HDS

Date: 2014-03-14 07:02 | Sub-Study Identifier: default

Yes I know there are customer study materials. content/key term by geography time and vertical/sector? The outcome could be the confirmation of what we think trends are. I would be surprised to se if we’d find something totally unknown to Basically there are a few guys out there like Steve Jobs who can imagine something truly innovative that people don’t know they want. When I get positive reactions I try to get other folks involved with the messages and I then I hope that this finds its way in...

Interaction Resource: [201403140702-Caffeine Customer Insights-HDS](http://mr-02:9000/mediumroastinc/201403140702-AMER-US-CA-SANTA CLARA-ICT-Caffeine Customer Insights-HDS-Interview.pdf)