



Understanding User Needs

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Mapping Strategic Focus



Target Market Mapping

Role	Division or Region								
	HQ	Div A	Div B	Div C	or	US	Europe	Latin Am	APACs
CEO, COO, MD, President									
Strategy and Intelligence									
Marketing									
R&D									
Engineering									
Mfging and Procurement									
IT									
Sales									
Partners									

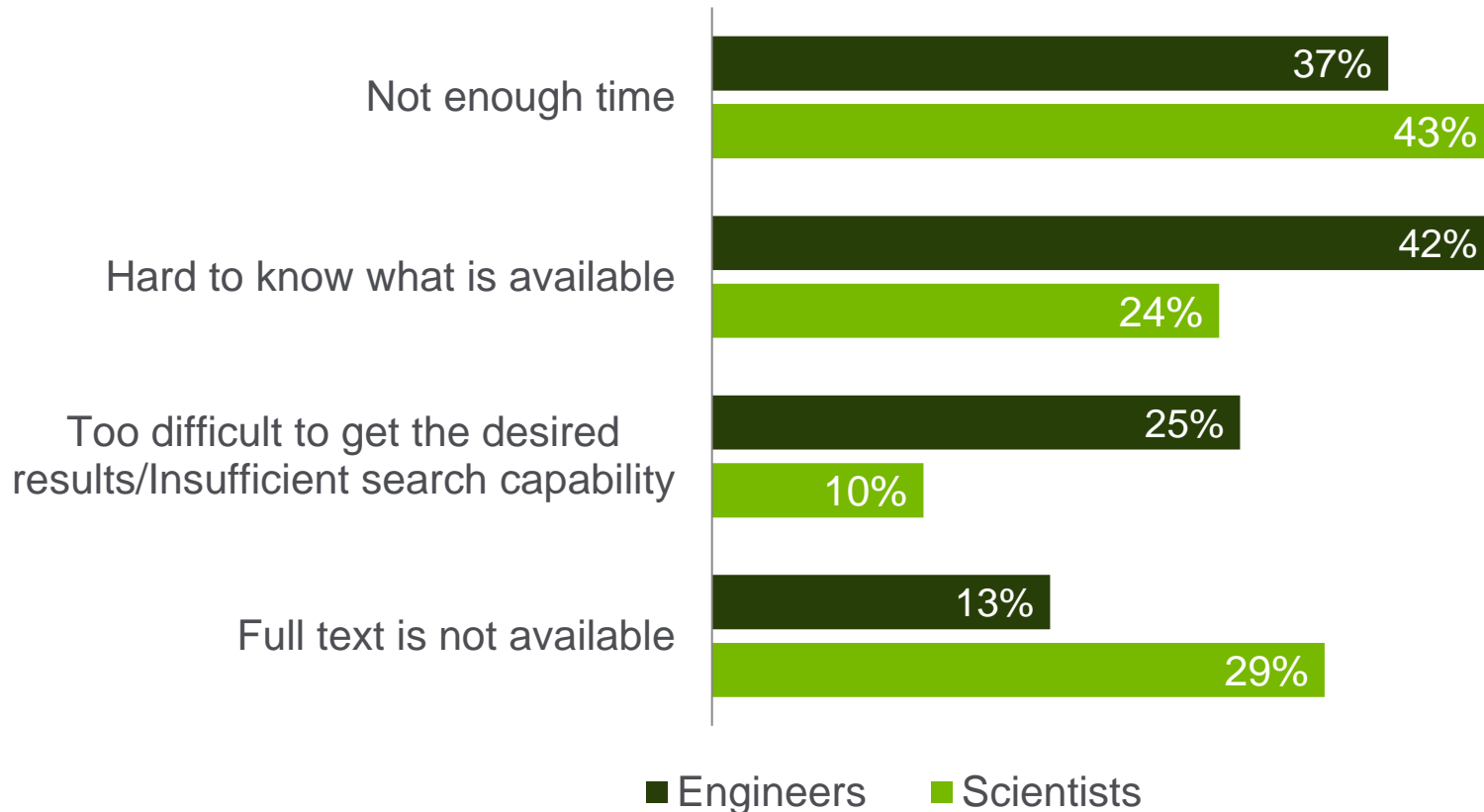
Needs Assessment

Information consumption and obstacles

- What types of information are users accessing?
- What platforms are they using?
- What obstacles are they experiencing?
- How much time are they spending?
- How much time do they save using the library?

Needs Assessment: Engineers and Scientists

Top obstacles to getting information for work



Base: Engineers (n=100); Scientists (n=100)
Source: Outsell End-User Study 2013

Needs Assessment

Enterprise portals

- How often are they using them?
- What tasks are they performing on them?
- What platforms are they using?
- How much time are they spending?

Needs Assessment

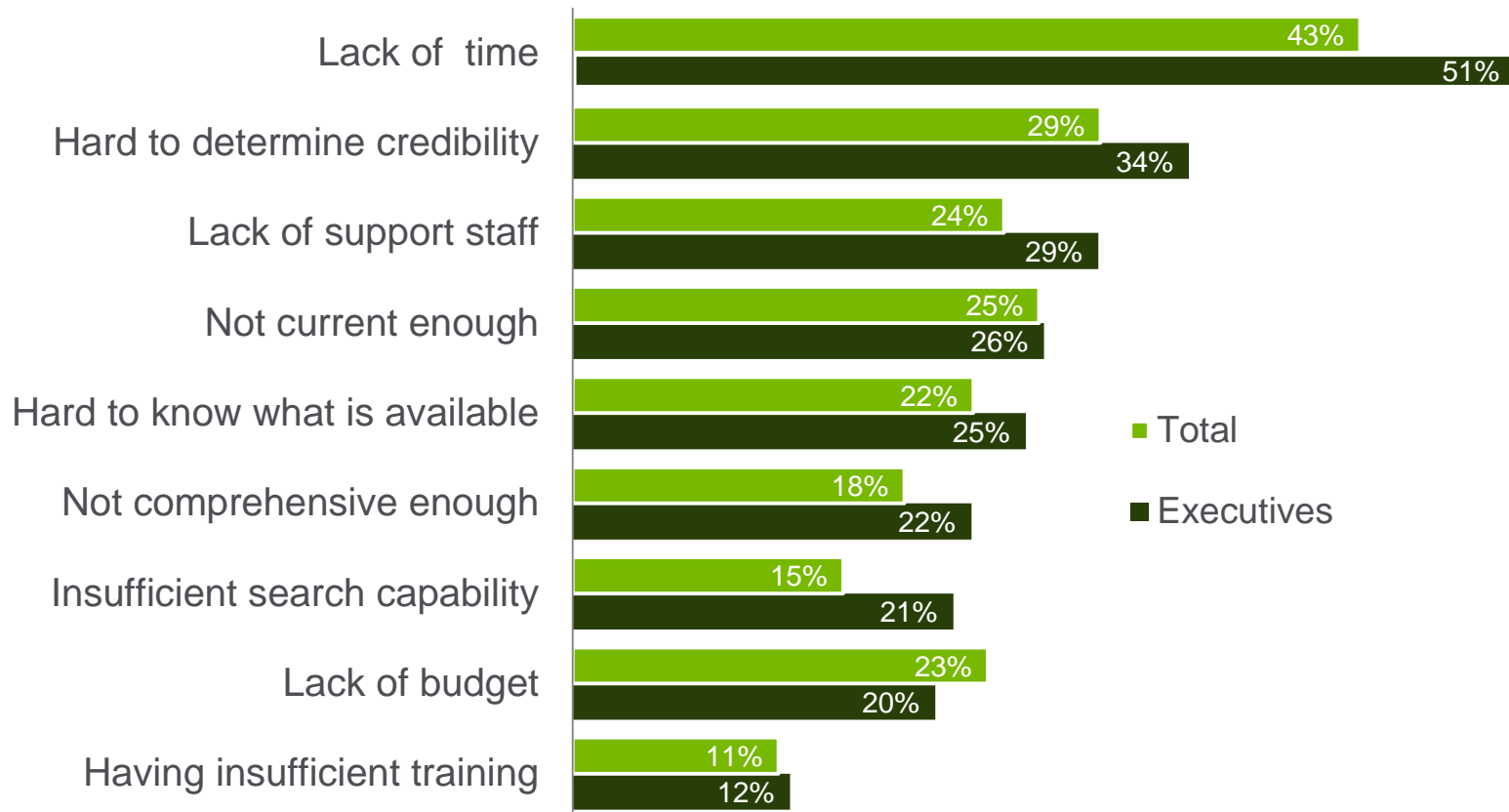
Executive perspective

- How do executives use information?
- What types do they rely on?
- What obstacles do they face?
- Are users spending money on their own?

Needs Assessment

Executive perspective

Obstacles to Obtaining Information for Work



Source: Outsell's End-User Study 2013. Base: (Total n=1922) (Executives n=101)

Needs Assessment

Methodologies

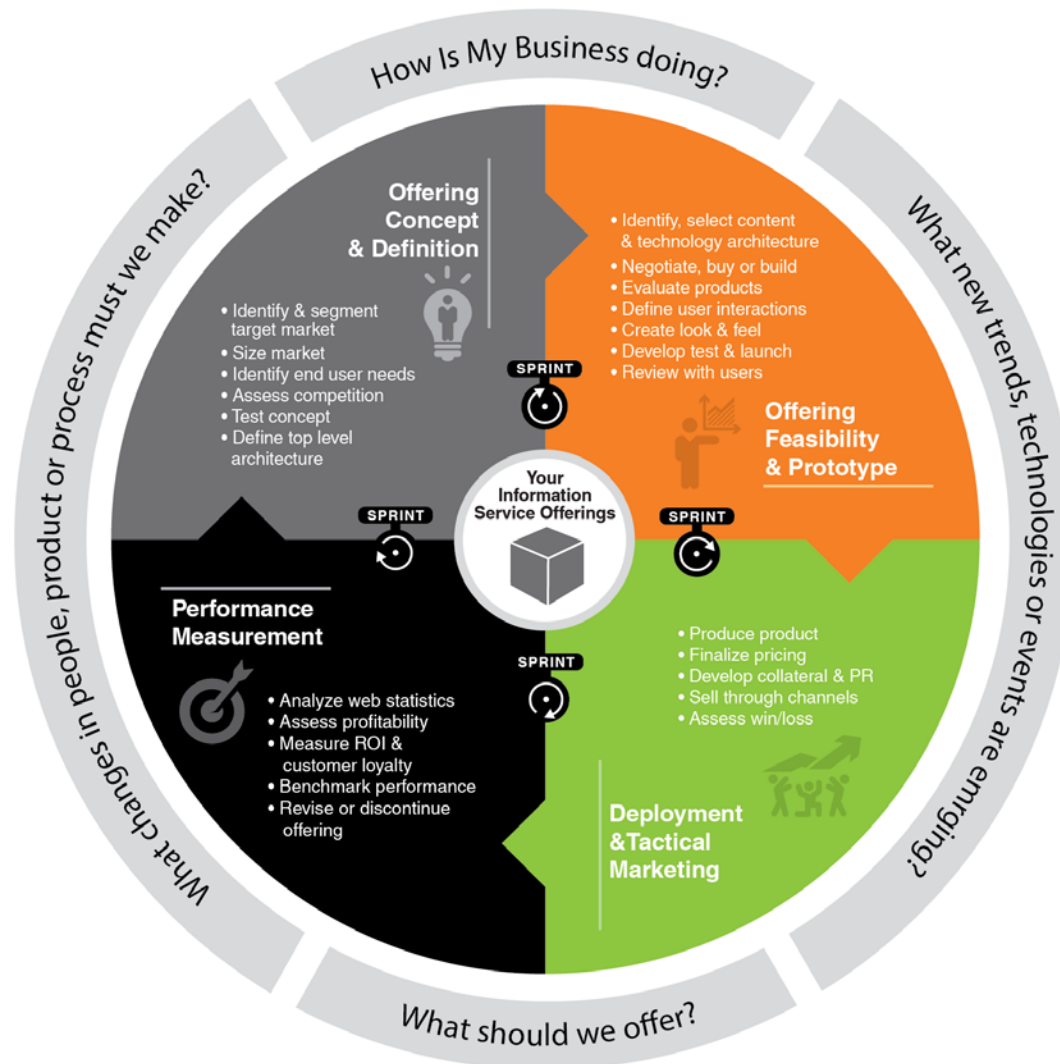
- Quantified data via surveys
- Qualified data via interviews
- Benchmarking
- Measuring time saved
- Measuring money saved
- Measuring intangibles

Don't Forget to Ask

- Awareness
- Importance ratings for sources and library offerings
- Frequency and impact of use
- Reuse and recommend rates
- Experience with staff and materials
- Unmet needs

Continuous Evaluation of Product Portfolio

Information product lifecycle



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