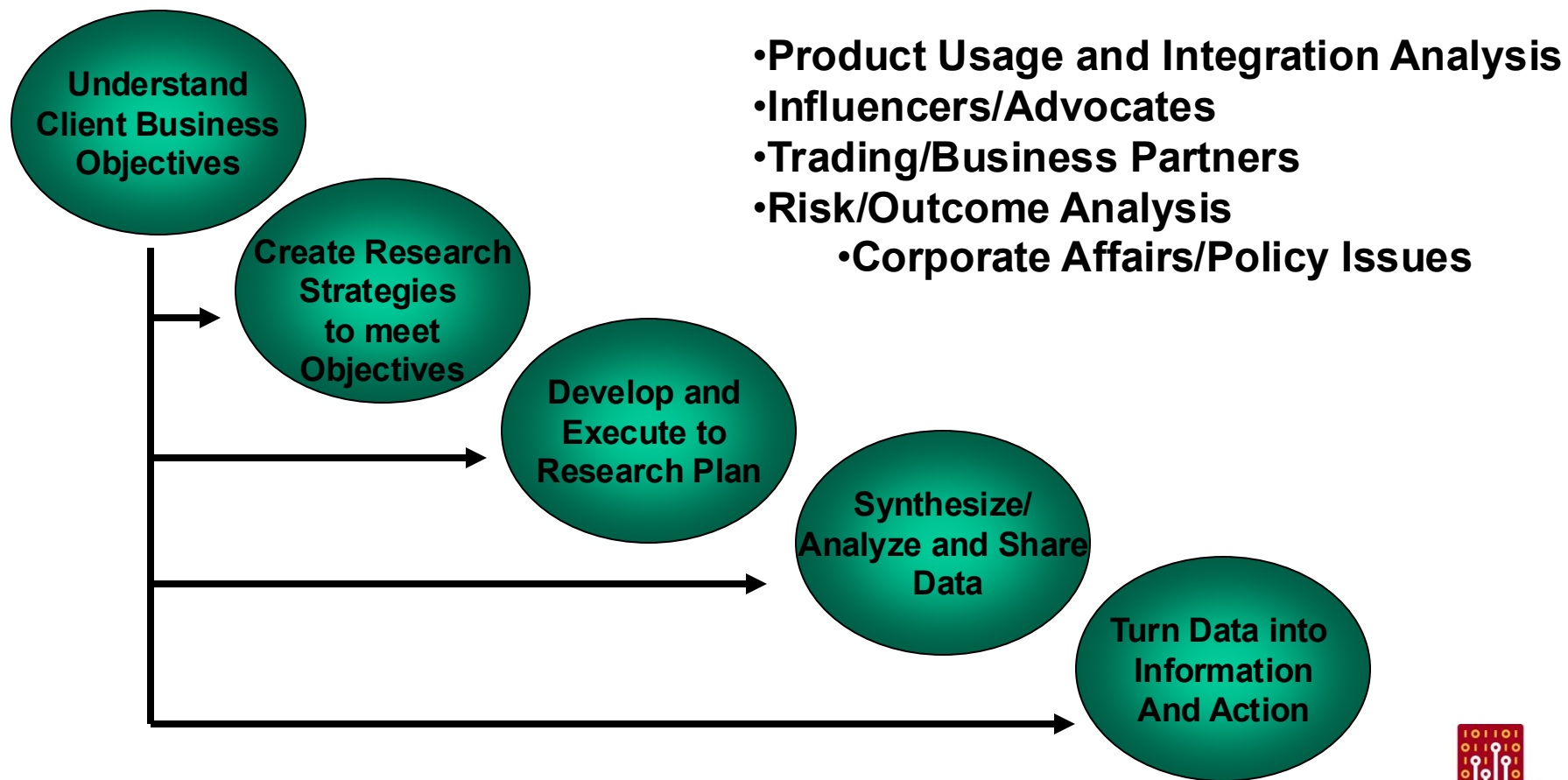


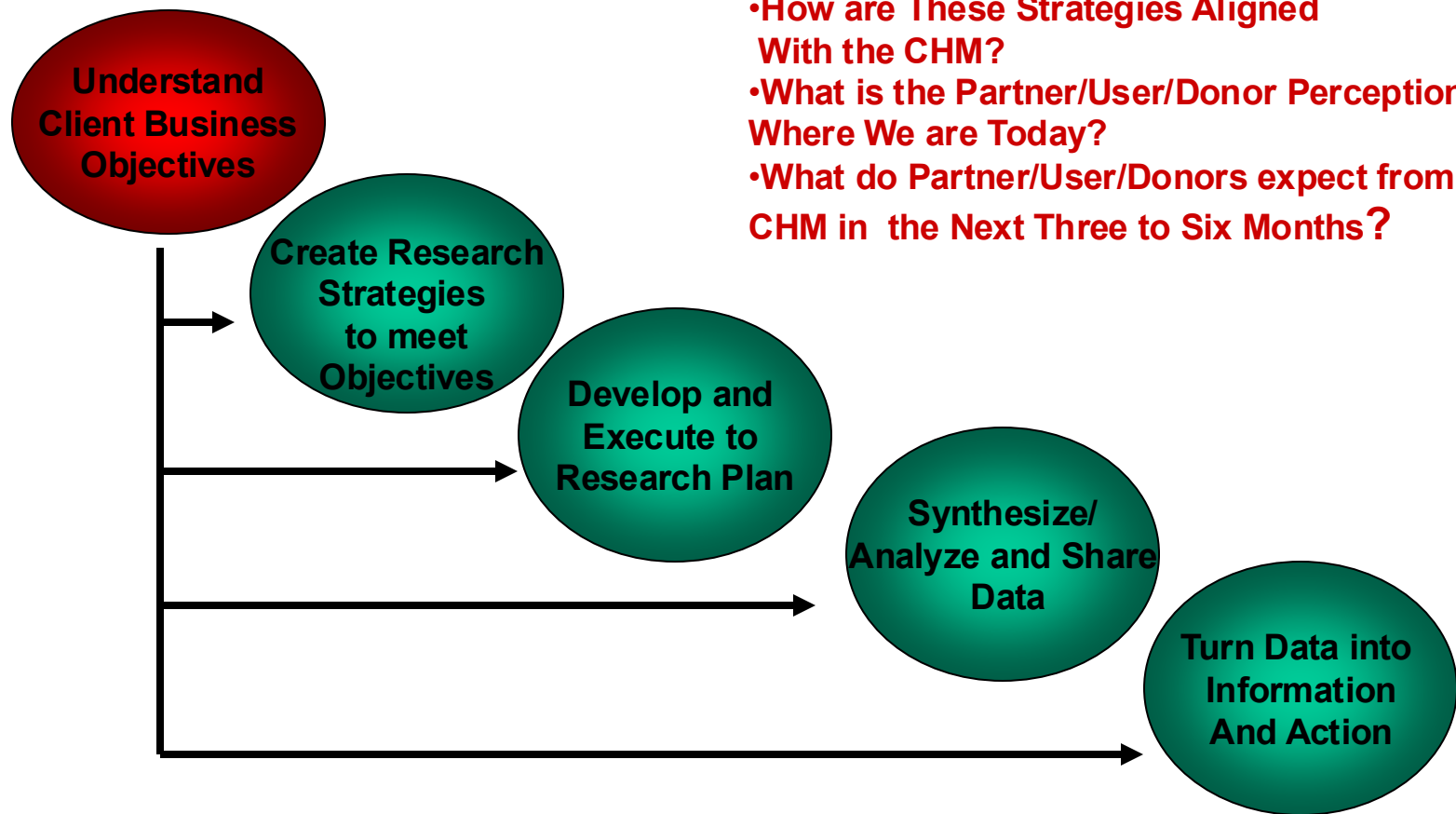
Software Collection Committee

Qualitative Research Recommended
Process

Lee Courtney
Mary Cicalese

Use Real Data to Develop Business Solutions/Build and Retain Partner, Donor and Customer Relationships

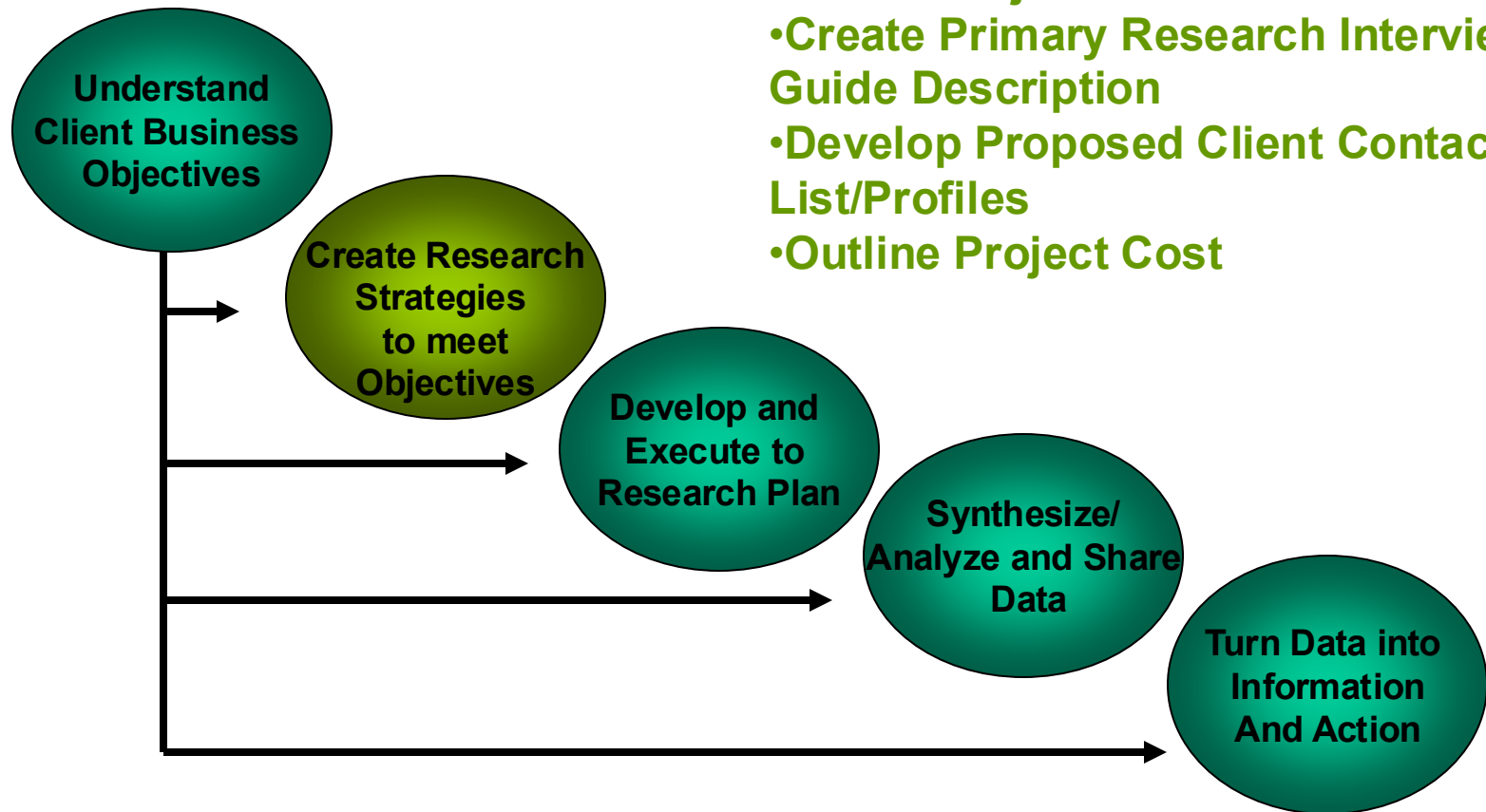




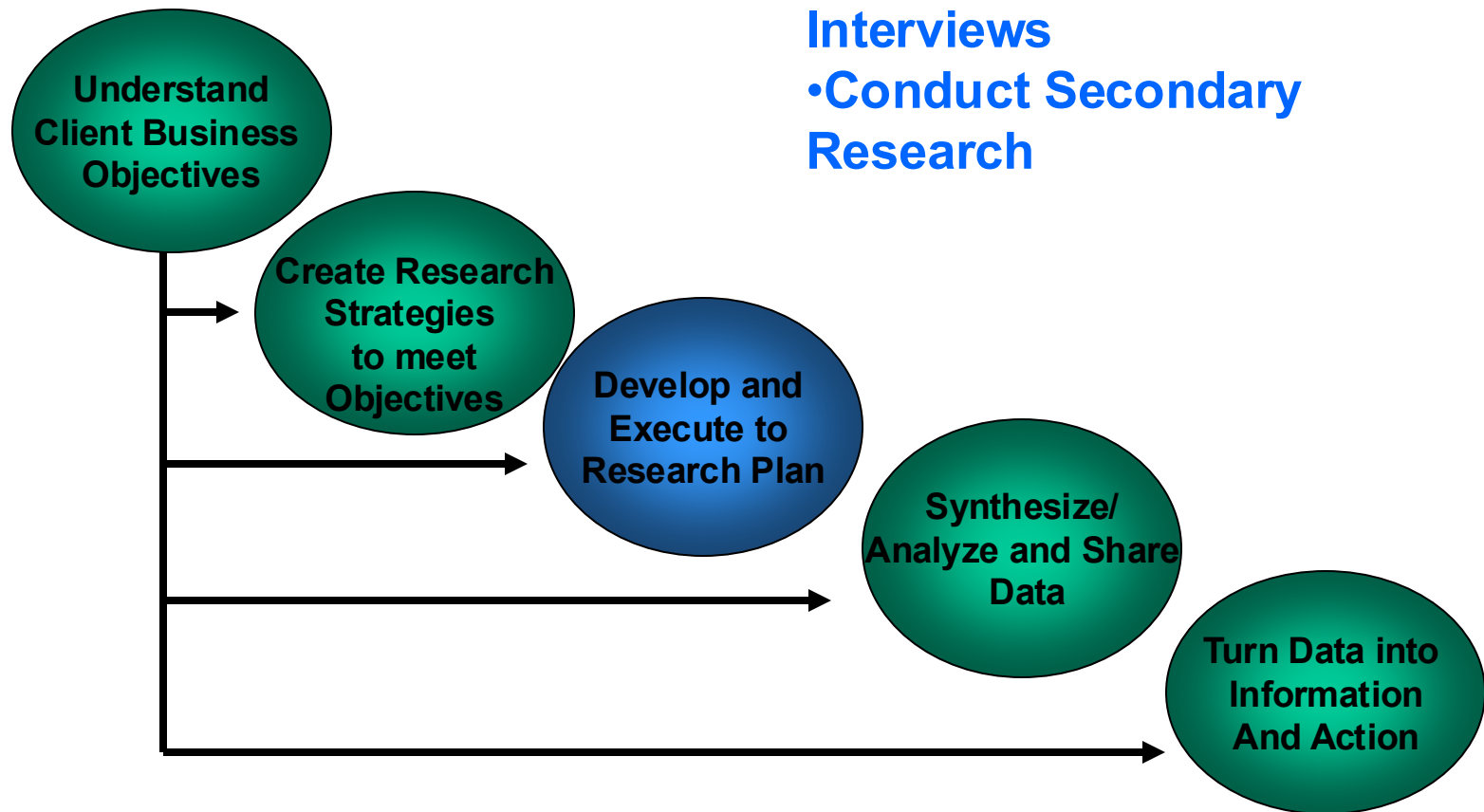
- Who are our Current Partners/Users?
- What Types of Solutions and Processes Exist to Provide Superior Solutions to these Partners and Users?
- What are Their Product Strategies?
- How are These Strategies Aligned With the CHM?
- What is the Partner/User/Donor Perception of Where We are Today?
- What do Partner/User/Donors expect from the CHM in the Next Three to Six Months?

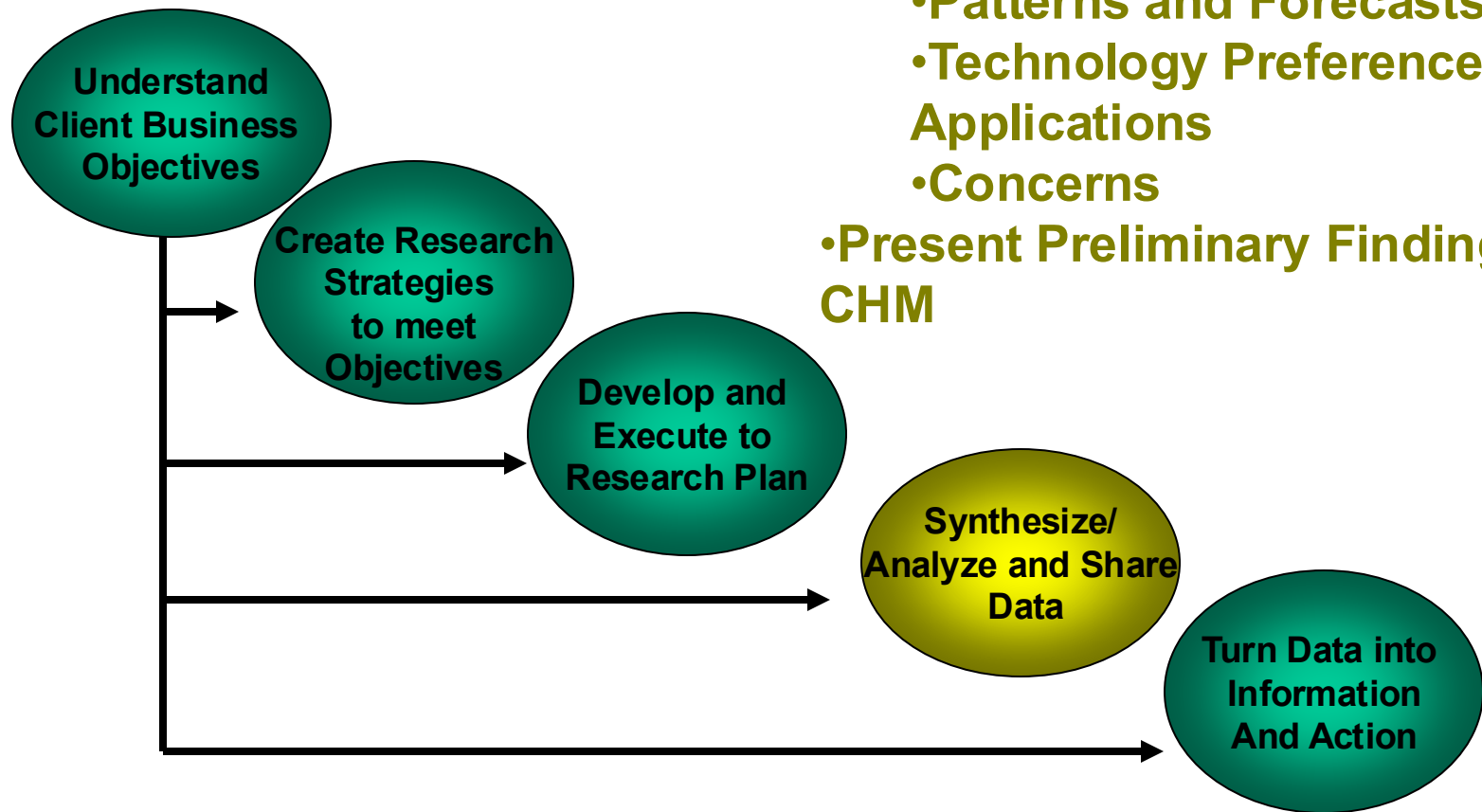
•What we Must do:

- Define research objectives
- Outline CHM Deliverables
- Define Project Timeline
- Create Primary Research Interview Guide Description
- Develop Proposed Client Contact List/Profiles
- Outline Project Cost

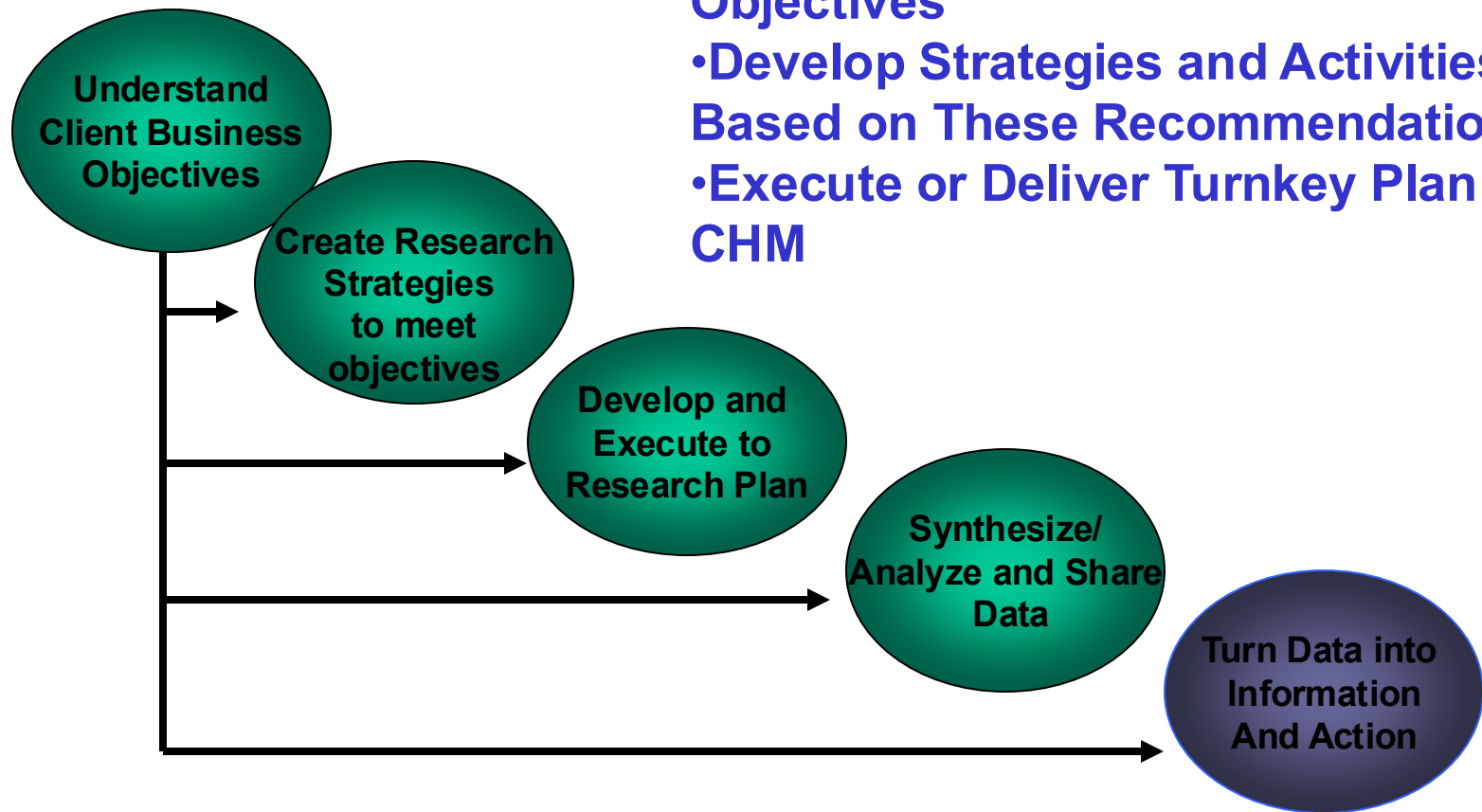


- Create Interview Guide
- Finalize Contact List
- Conduct Primary Interviews
- Conduct Secondary Research





- Identify Data Patterns
 - Usage Behaviors and Forecasts
 - Patterns and Forecasts
 - Technology Preferences and Applications
 - Concerns
- Present Preliminary Findings to CHM



- Use Findings as the Basis for Communication/ Recommendations; Helping CHM Achieve Business Objectives
- Develop Strategies and Activities Based on These Recommendations
- Execute or Deliver Turnkey Plan to the CHM