

Introductory Questions

To begin today's session, I would like to ask you some questions about your background and time within the industry.

1. Please describe your role at your current employer.
 - a. How long have you been in that role?
2. Tell me about your experiences before taking on your current role.
3. When you interact with CA, whom do you speak with: Sales, Pre-Sales, Product Manager, Product Owner?
 - a. What is a typical conversation with a CA representative like?

Product Questions

Now, I would like to ask you a series of questions about Data Content Discovery (DCD). Some of these questions will have easy answers, or may be ones you have never had to think about before. This is only to ensure that we obtain an accurate picture of the past, present, and future you envision for DCD in your organization.

1. Is DCD currently in use at your organization? Yes No Unsure
 - a. [If No/Unsure] Does your organization currently own a copy of DCD, but has not installed it? Or, have you only seen demos of DCD?
2. What is the intent of DCD?
3. On a scale of 1 to 5 where 1 is "Not at All" and 5 is "Very Well", how well do you think DCD currently delivers on that intent?

Not at all 1 2 3 4 5 Very Well

- a. Why did you select { X }?
4. What do you think DCD does well today?
5. What do you think DCD does not do well today?
6. What do you want DCD to be like a year from now?
7. In your opinion, what is the biggest missed opportunity for DCD today?

User Questions

Next, I would like to ask you questions about DCD users. Again, some of these questions will have easy answers, or may be ones you have never had to think about. This is only to ensure that we obtain an accurate picture of DCD users.

1. In your organization, who are the users of DCD?
 - a. [For each user] For { USER }, can you briefly describe what you understand their role involves?
 - b. [For each user] For { USER }, what benefit will they gain from DCD?
 - c. [For each user] For { USER }, on a scale of 1 to 5 where 1 is “Not at All” and 5 is “Very Well”, how well does DCD currently deliver on that benefit? 1 2 3 4 5
 - i. Why did you select { X }?
2. Are there any other users that could benefit from using DCD, but that are not currently using it?
 - a. [If yes] Why do you think they are not yet using DCD?
3. What would you like to know about DCD users in your organization that you lack knowledge of?
4. What are the top 5 things users in your organization do with DCD?
5. Is there anything DCD could quickly and easily do for users that it is not currently doing?
 - a. [If yes] Why do you think DCD is not currently doing this for users?
 - b. [If yes] What would be needed to enable DCD to do this for users?