

Cool Tools: Techniques to Harness The Cool

SLA@Simmons
&
GSLIS Student Chapter, ASIS&T

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Agenda



- **Life on the Cutting Edge**
- **Cool + Controls (+ Common Sense) = Harnessing Cool**
- **Final Tips & Questions**

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We have lots of information technology. We just don't have any information.

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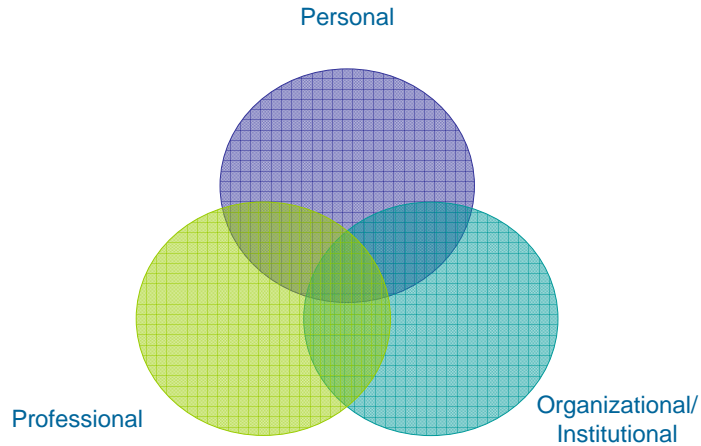
Life on the Cutting Edge

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The Contexts of Cool

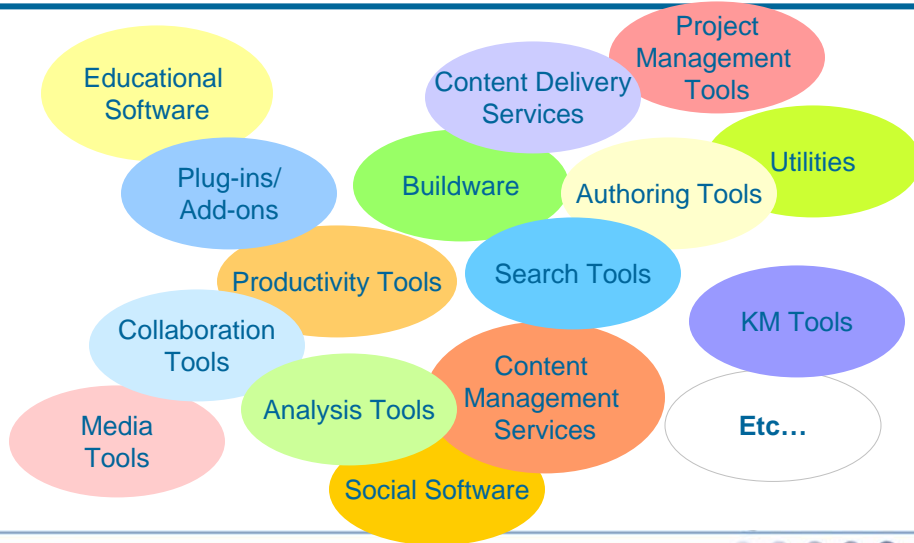


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The Landscape of Cool



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The Perks & Perils of Cool

Perks	Perils
Productivity	Time-consuming
Efficiency	Complexity: Use
Cost-savings	Investment risk: cost, quality, stability
Solution: Hit	Solution: Miss
Emotional satisfaction	Upkeep
The Hip Factor	Inflated user expectations
The Hero Factor	Demand: Too little or too high
The Fun Factor	Integration & management issues

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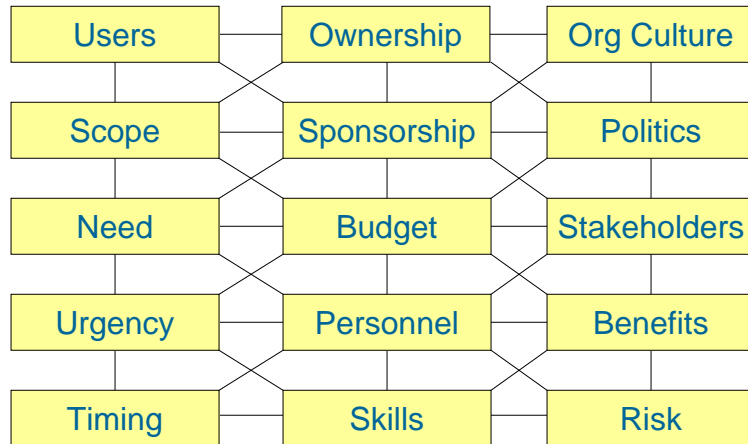
Cool + Controls (+ Common Sense) = Harnessing Cool

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Circumstances Vary According to...



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Circumstances: Main Types

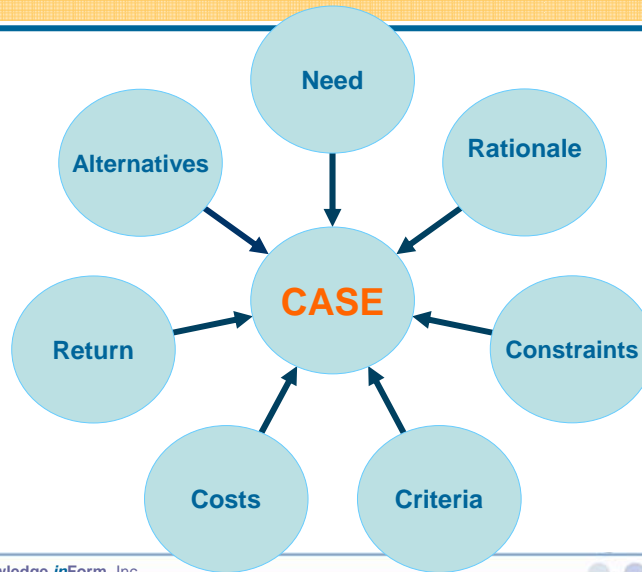
Simple	Informal	Complex	Formal
Narrower set of interests/stakeholders		Multiple interests/stakeholders	
Clearer needs/solution		Multifaceted needs/solution	
Minimal definitions, planning & implementation, promotion		Build & present case	
		Project management cycle	
		Promotion/marketing	
Lower stakes		Higher stakes	
Contained costs/management		Ongoing budget/ management	

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Building a Business/Organizational Case



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Presenting a Business/Organizational Case

- Outline the case
- ID and cite sponsor, owner, project/program manager
- Keep it simple
- Recommend a tool, service, or course of action
- Address concerns (explicit, unstated, or anticipated)

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10 Key Criteria & Considerations

1. Fit-for-purpose: satisfies defined users needs, habits, preferences, skills, & other requirements
2. Standard features for product/service category
3. Costs: fixed, recurring, "hidden"
4. Quality, reputation & stability of product
5. Reputation & stability of vendor: reviews & feedback, market share, references, referrals
6. Vendor relations

10 Key Criteria & Considerations

6. System requirements
 - Hardware & software compatibility
 - Integration issues
7. Upgrade & maintenance requirements
8. Documentation
9. Training requirements & support
10. Administration, measurement, & reporting capabilities

Keeping Up With Cool

- Research Buzz www.researchbuzz.com
- Resource Shelf www.resourceshelf.com
- John Battelle's Searchblog www.battellemedia.com
- Engadget www.engadget.com
- Wired Magazine (news & blogs) www.wired.com
- Information Advisor
- Information Today: *Online, Searcher, EContent*
- "Mainstream" professional publications...
- Colleagues, friends, and other cool folks

Prof.
Context
&
"Reality
Check"

Final Tips

- ! Observe trends
- ! Envision use scenarios
- ! Involve users, stakeholders, personnel
- ! Observe users
- ! Consider hidden costs: time & \$
- ! Consider opportunity costs
- ! Be thorough, but don't get mired in process
- ! Talk to other info pros
- ! Compare tools & services
- ! Don't be shy with vendors



Plans are useless, but planning is indispensable.

-- Dwight D. Eisenhower

Questions



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