Innovation in the Publishing Space

2019 CSE Annual Conference, Columbus, OH
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Agenda

- Culture of innovation
- Build -> Measure -> Learn
- Informed innovation: case studies
- Take home gifts!
Culture of innovation

● The what
  ○ and the how!
● Adding value to scholarly content
● Design thinking
● Iterative, cyclic innovations: Build -> Measure -> Learn

Evidence-based planning

● Data (of value) should reflect strategy
● Internal data sources
  ○ Customer service records
  ○ Market research findings, sales feedback
  ○ Product testing, info-user studies
● External data sources
  ○ White papers / blogs
  ○ Journals / conferences
  ○ Listservs / social media
Learn & listen

- Understanding your community
  - Researcher experiences
  - Customers
  - Stakeholders
- Open channel of -- listening!
  - Product usage / analytics
  - End-user discovery pathways
  - Customer / sales journey
  - Product testing
  - Landscape / competitive analysis

Informed innovations

Maverick case studies

1. Service provider: New product development
   - Customer profiles
   - Value proposition mapping
2. STM society: Content discovery optimization
   - Content & performance audits
   - New practices -- KPIs, vendor relations
Case study 1

**Customer profiles**

- Data-driven, contextualized profile
  - Market / region
  - Role / demographics
  - Job to be done
  - Gains
  - Pains

Case study 1

**Value proposition map**

- Organizational assessment
  - Products & services
  - Gain creators
  - Pain relievers
- Value proposition map + customer profile = new product opportunity!
Case study 2

Content discovery audits

- SEO audit
- Indexing audit
- Heuristic UX testing
- Metadata audit (KBART, ONIX, etc.)
- Crossref audit
- Usage analysis

How visible is our content?

Case study 2

New business practices

- New KPIs
- Cross-functional taskforce
- Revised current vendor relationships
- Established new indexing partnerships
Take-home gifts!

1. Start small, fail fast
2. Put the user at the center
3. Innovate at all levels

Thank you!

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