

Some thoughts about User Typology

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What is a user?

- A client?
 - This word recently appeared within GMES project calls
 - A (future) customer?
- A special kind of provider/value adder?
 - Who adapts preliminary products eg for decision makers?
- An organisation or an individual?
- A partner?
 - The one who drives GMES and GEO?
- Are YOU a user?



Value adding chain

■ Best known user types:

- End-user

- Intermediate user

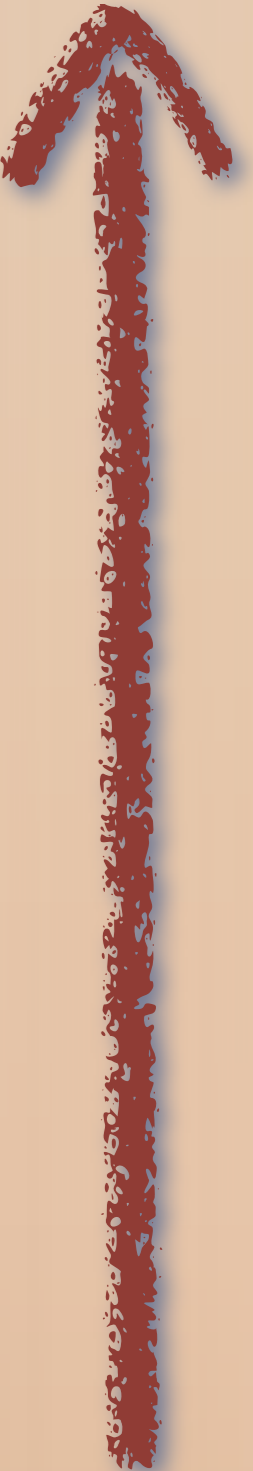
- Uses basic products, performs elaboration, and provides refined products to other intermediate users or to end users



- That is, users distinguished considering their position on the value adding chain

Political level

- **European/international user**
 - wants overview, little interest in details
- **National user**
 - wants more detail, partly interested in multinational aspects/comparison
- **Regional user**
 - wants even more detail, less interest in overview
- **Local/municipal user**
 - very specific interests



■ GMES classification

■ Land

- Spatial planning

- Forestry

■ Atmosphere

■ Marine

■ GEO Societal Benefit Areas

■ Other

- eg, Geology

■ Emergency

■ Security



Role in Projects

■ Core users

- In close contact with providers, give specifications

■ Federated users

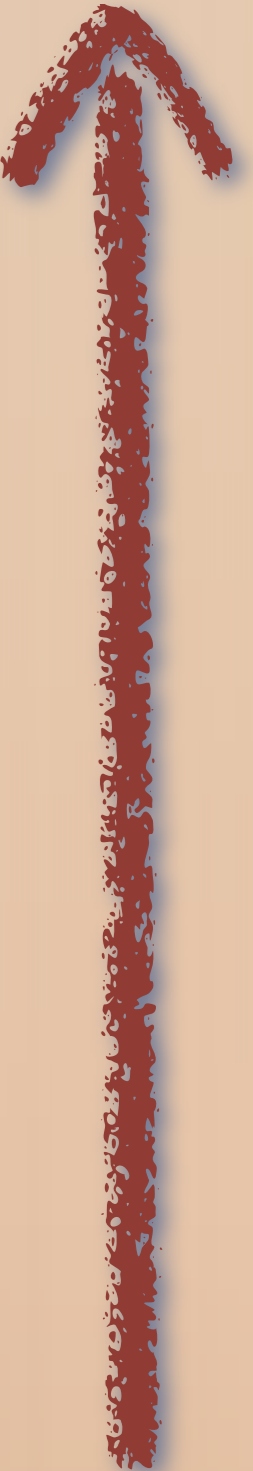
- Organised in a topical user federation (encompass core users)

■ Regular users


- Participate in project without special function, give details as to specifications, but are less influential

■ Users outside the project

- May nevertheless be interested in outcomes



Activity level

- **Operational user**
 - Regularly purchases and applies data products
 - **Active user**
 - Gives specs, tests products and gives feedback
 - **Passive user**
 - participates eg in a GMES project but has little interest in outcomes and rarely returns questionnaires
 - **Nominal user**
 - Listed in project documents but performs no activity
 - **Statistical user**
 - Counted by ESA as GMES-user, but is not aware of this
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Reception of products

- **Critical user**
 - Complains now and then
- **Differentiating user**
 - Has their own opinion as to product utility
- **Tame user***
 - Always willing to praise products, performs prepared dialogues with providers at GMES events

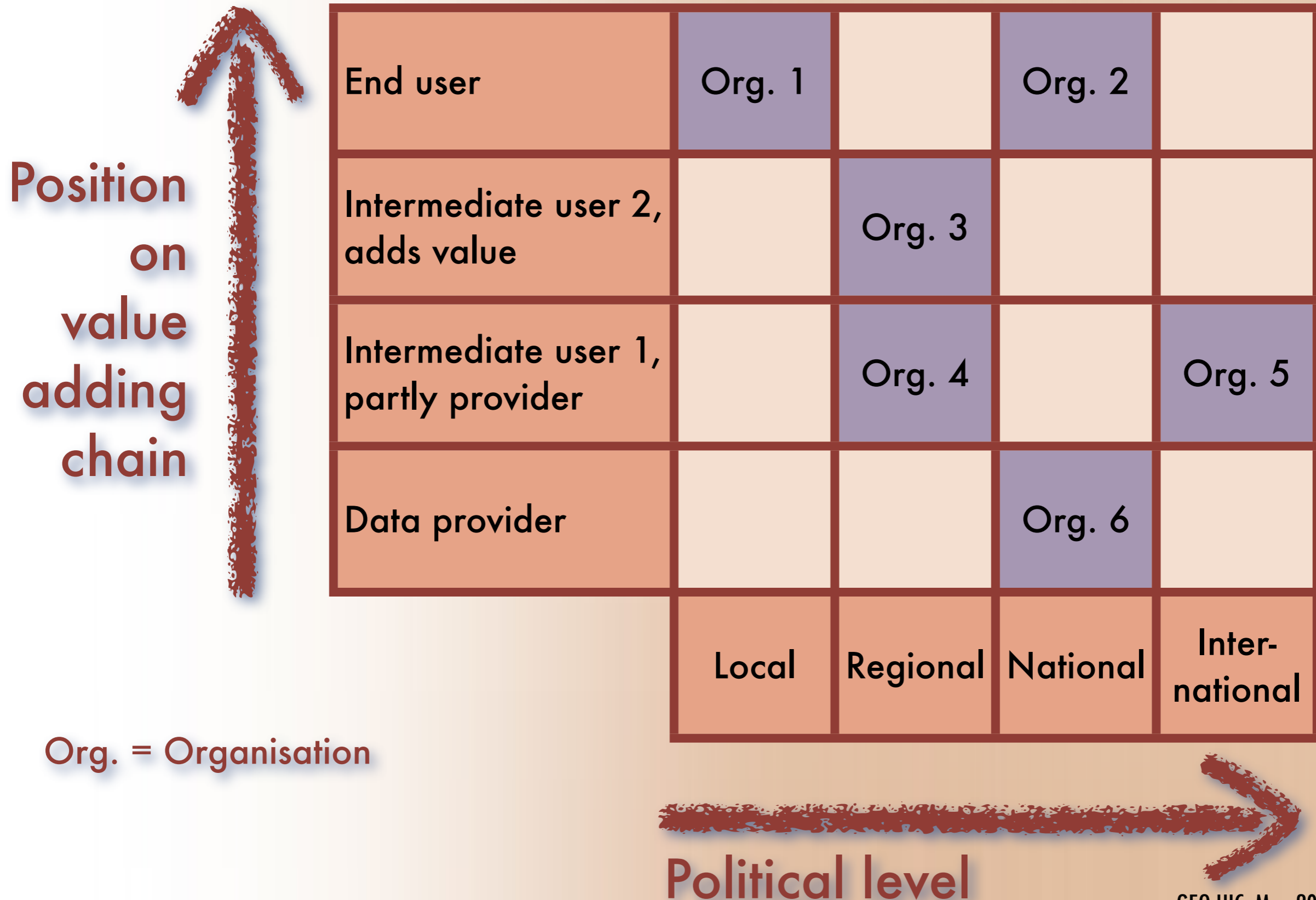


*Term by Brendan Kelly

User typology

- Users may be classified along various dimensions
 - Position on value adding chain
 - Political level they operate in
 - Field of work
 - Role in collaborative projects (pre-operational services)
 - Activity level
 - Reception of products
 - Further and other ones are possible
- Approach: user types may be defined in two or more-dimensional matrices

Example: 2-d Matrix





www.gmes-network-of-users.eu