

# ***Innovation in the Publishing Space***

2019 CSE Annual Conference, Columbus, OH  
Lettie Y. Conrad, Maverick Publishing Specialists



## 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

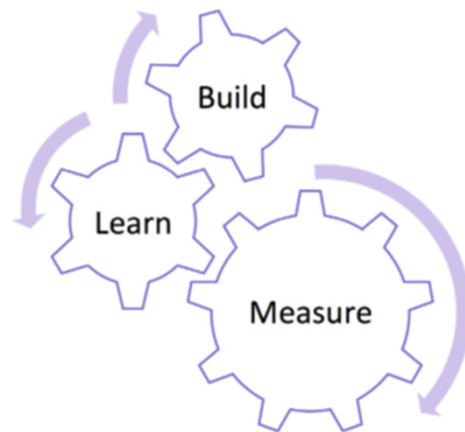


 **Maverick**  
Publishing Specialists



## 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



 **Maverick**  
Publishing Specialists



## 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

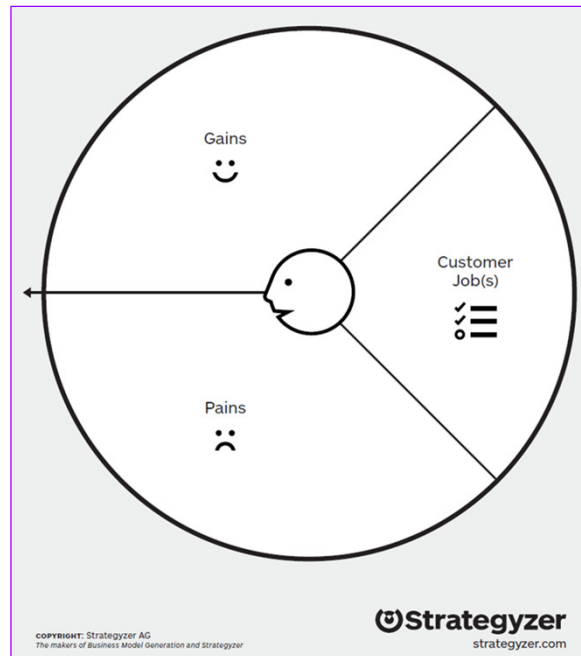
### Maverick case studies

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

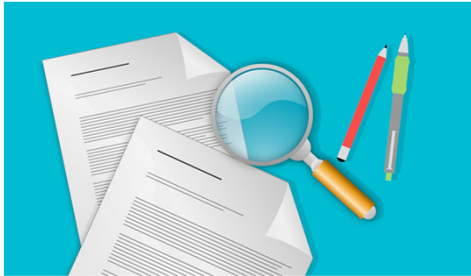


## Case study 1 *Value proposition map*

- 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



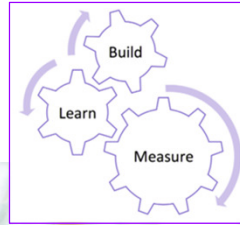
## Case study 2 *New business practices*

- 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



 **Maverick**  
Publishing Specialists



# Thank you!

Lettie Y. Conrad  
Maverick Publishing Specialists  
[lettie@maverick-os.com](mailto:lettie@maverick-os.com)  
@lyconrad