



Qualitative VOC Plan for: Emergency Services Director



Business Objective (what is to be decided or what is to be learned)				
Understanding specific use needs				
Research Objective (which potential sources will you investigate)				
Interview E.S. Director, Responders				
What information is needed? (What are the key measures? What relationships are you looking for with the measures)				
	Whom would you like to talk to?	Capable?	Willing?	Accurate?
What are the setup needs	E.S. Director	Y	Y	Y
What would the camera view	E.S. Director	Y	Y	Y
How would the camera be positioned	E.S. Director	Y	Y	Y
What are the implications of licensing restrictions	E.S. Director	Y	Y	Y
How might other sensors be used	E.S. Director	Speculative	Y	Y
Data Collection Plan				
Interview with E.S. Director				
Analysis Plan (What methods will you ultimately use to quantify the importance of stakeholder needs?)				

Interview Guide for Stakeholder Needs Assessment

Interview Guide

Customer: Emergency Services Director
 Date: 17-Jun-03
 Contact: McD



Stakeholders' Requirements and Requests What product characteristics or stakeholder service capabilities are of greatest value to you in the live scene video segment?		Importance Importance to you? Rate 1-5, 5 being highest	Competitors Rate performance, 1 to 5 relative to your need (5 is best) Best Agency Average Agency Midland			Targets What would be a measure of this attribute? What would constitute "Very Best" in this category?	Comments / B-P-E Whenever possible, capture exactly what the customer is saying, and ascertain whether basic, performance, or excitement quality is being described.
Primary Stakeholder Needs	Clarifications, examples, illustrations						
View gage	Example: in 1997 had over pressure styrene rail car. Would have been nice to have camera on gage.						
Looking at larger area	Fire in state forest, camera image back from fire to command vehicle						
Keep it simple	May be deployed by someone who has not seen it before						
Crowd	Klan rally set up to allow police to see but command vehicle parked 2-3 blocks away						
Not really concerned about licensing	Already manage dozens of licenses, one more won't be a big deal						
Probably want at least a half mile, in some cases a mile or more							
Might need on camera lights but everyone has auxiliary lighting (intrinsically safe).	Also have a lighting system that can light several acres like it's daytime. Typically lighting is available, on camera not critical.						
Sensors	In some situations sensors - Fire Chiefs will say they want that. Relative Humidity was important and missing in fire out in state forest. Weather station io command vehicle did not have R.H.						
Interference	Interference from other channels could be an issue. Many radios in C.V so operation near their frequencies may be a problem.						
Pan/Tilt	Pan/tilt near monitor. 2 levers? What are control options and pick whatever option makes sense. Someone's not going to be happy.						
Cost	Want to spend enough that it's going to be useful. Does what is intended and can be expanded out in the future. Have some funds and hope to be able to draw on some federan grants. Somewhere around 2-4K should be doable. Probably only used a dozen times a year so big bucks solution inappropriate.						

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Placement	About 6 people trained to operate the C.V. so these people are often involved in setting up. Most are trained firefighters. In all cases, the individual placing the camera will be hazmat trained with appropriate protective gear.						
	Lots of documentation kept in the command vehicle.						
Decontamination	If equipment requires decontamination, spiller replaces equipment.						



Stakeholder Voice Table for: Emergency Services Director

Stakeholder Voice Table	Ref #	Internal/External	Socio-Economic Group	Why Why do you need or want this product?	What What will it be used for?	Who Who will use it	When When will it be used	Where Where will it be used	How How will this be used	Customer Voice	
Customer Verbatims				Keep decision makers in one place							
					Monitoring situations remote from the C.V.						
					May need close view of a small item - e.g. instrument or gage					Example: in 1997 had over pressure styrene rail car. Would have been nice to have camera on gage.	
					May need wide view - e.g. crowd, forest fire.					Fire in state forest, camera image back from fire to command vehicle. Klan rally set up to allow police to see but command vehicle parked 2-3 blocks away	
					Lighting not required, available from other sources					Everyone has auxiliary lighting	
							Incident commanders will be watchers				
							Trained personnel in protective gear will place equipment near a hazard				About 6 people trained to operate the C.V. so these people are often involved in setting up. Most are trained firefighters. In all cases, the individual placing the camera will be hazmat trained with appropriate protective gear.



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							When need to keep an eye from C.V., about 12x per year - examples: transportation emergency, hostile crowd, fire			
								A few blocks to a mile from the command vehicle		
								If very close to C.V only need to look out the window		
									Firefighter or similar will position camera where needed, incident commanders will view scene, avoiding need to go out and have a look	