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?
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
Field of work

GMES classification
- Land
  - Spatial planning
  - Forestry
- Atmosphere
- Marine
- Emergency
- Security

GEO Societal Benefit Areas

Other
- eg, Geology
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, e.g. 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
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

<table>
<thead>
<tr>
<th>End user</th>
<th>Org. 1</th>
<th>Org. 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intermediate user</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2, adds value</td>
<td>Org. 3</td>
<td></td>
</tr>
<tr>
<td>Intermediate user</td>
<td>Org. 4</td>
<td>Org. 5</td>
</tr>
<tr>
<td>1, partly provider</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Data provider</td>
<td>Org. 6</td>
<td></td>
</tr>
</tbody>
</table>

**Position on value adding chain**

**Political level**

- Local
- Regional
- National
- International

Org. = Organisation