Maverick
Publishing Specialists

Product Development & the Researcher Experience (PD + RX)

The buzz of "user experience" can lead to getting lost in generic theory or endless anecdotes that don't add up to a complete, accurate view of your readers and don't translate clearly into strategy. And scholarly information user trends evolve quickly and can vary across disciplines, regions, and roles with the academy. Publishers often struggle to translate an operational awareness of reader / customer experiences into commercial success for digital products. But, your long-term success depends on identifying your core users and establishing iterative, user-centered product development practices.

A new suite of Maverick services will provide publishers / institutions with strategic insights into your researchers' experiences, interpreted to inform business goals and drive impactful product decisions. Establishing cutting-edge product development routines can address improvements to your metadata architecture, content

management and distribution strategy, product design, business models, and more. User-centered, evidence-based custom programming will accelerate product innovations and enhance products for optimum engagement and downloads.

From strategy to implementation, Maverick Product Development (PD) & Researcher Experience (RX) services include:

1. **Build:** Content workflow development; information and metadata architecture; product roadmapping; front- and back-end development requirements; and strategic partnerships make up a comprehensive approach to cyclical product enhancements.

2. **Measure:** Product performance evaluation; SEO and institutional discoverability audits; technology solution assessments; and heuristic exercises determine your evidence-based strategic planning toward conversion toward business objectives.

3. **Learn:** Targeted investigation into the product experiences of your researchers, stakeholders, and customers; usability and product testing; and supply chain and competitive analysis enables customized insights into opportunities for product enhancements and market placement.

Maverick's PD + RX services can include implementation of product management processes, automated quality assurance, KPI dashboards, and other devices to ensure your organization is staffed with a sophisticated product development team, so you're able to compete in today's digital marketplace.

Build

Learn

Measure