

Market validation of the eMAGE service among the potential users

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- Aims of the evaluation
- Evaluation tools and scenario
- Status of trials
- Response analysis
- Conclusions

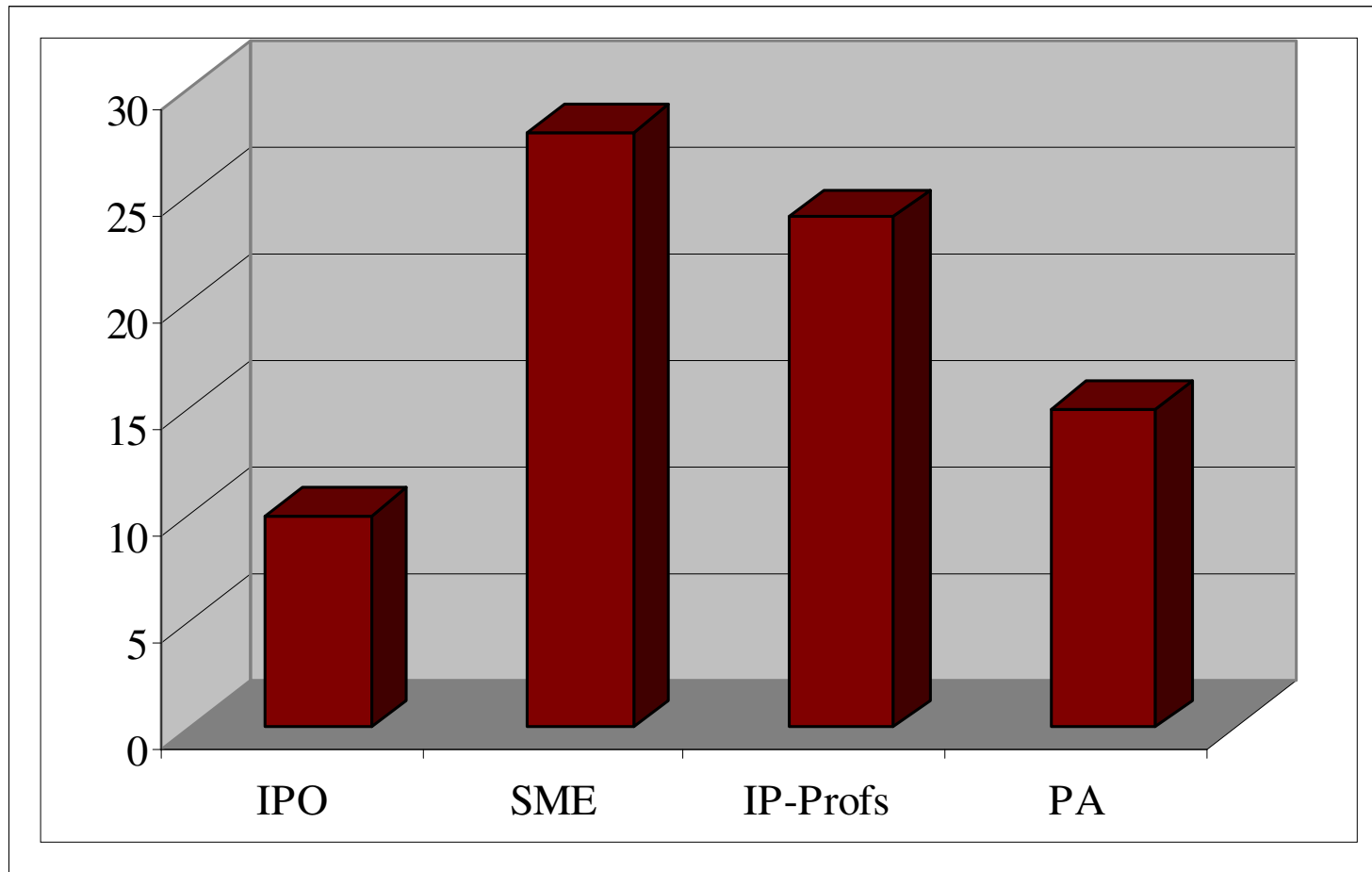
- Test and validate eMAGE service in terms of application functionality, reliability and effectiveness
- Provide significant input for the business plan with the validation of market size of potential users, the implied costs and the most appropriate pricing models per user type

- Evaluation method: survey + face-to-face interview
- Data gathering by questionnaires for
 - End users – focusing on the service performance and quality
 - 2 hour on-site training with search examples and handout
 - Filling in the questionnaire
 - Decision makers – focusing on the intention for using eMAGE service
 - Introduction to the service and its characteristics via ppt presentation
 - Questionnaire was filled in by an interview

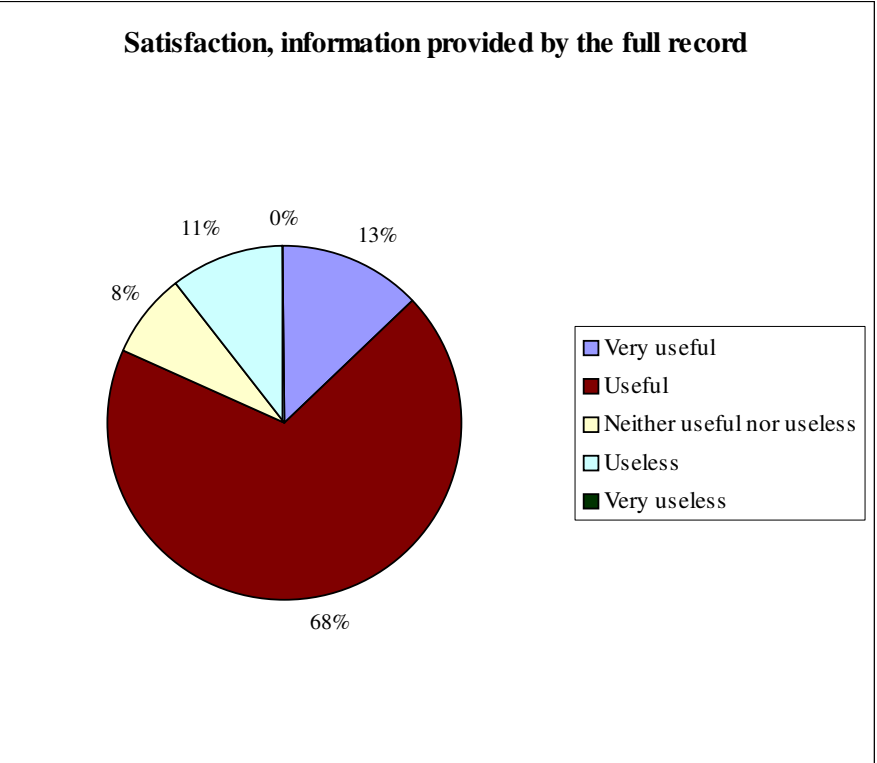
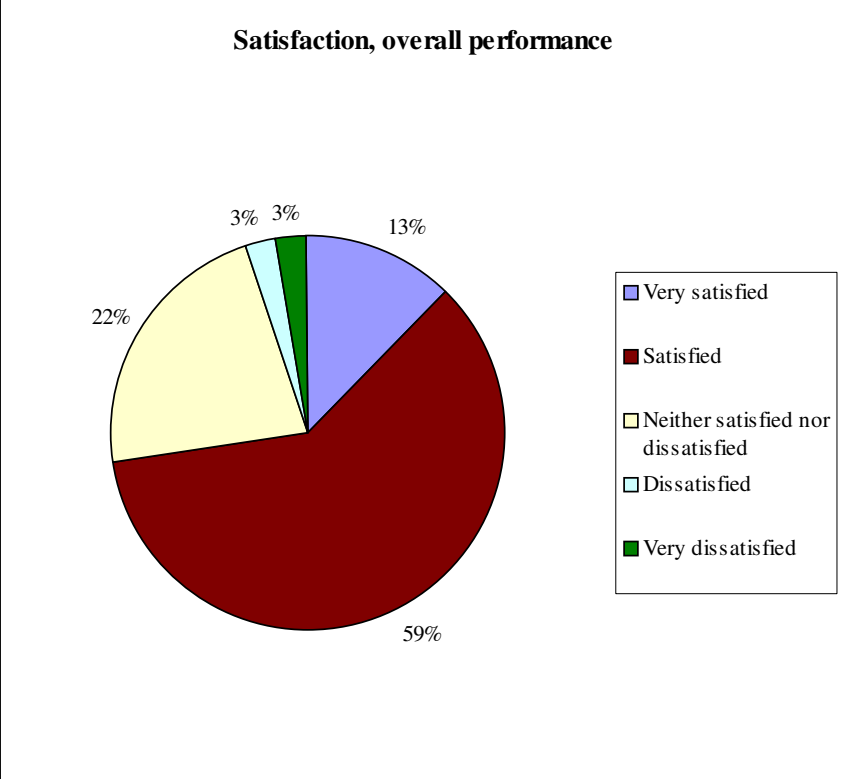
From September to December 2008 **78** trials had been carried out in two types of stakeholders

	Decision makers	End users	Total
IP Offices	3	8	11
PA	4	11	15
SME	21	7	28
IP-profs	10	14	24
	37	40	78

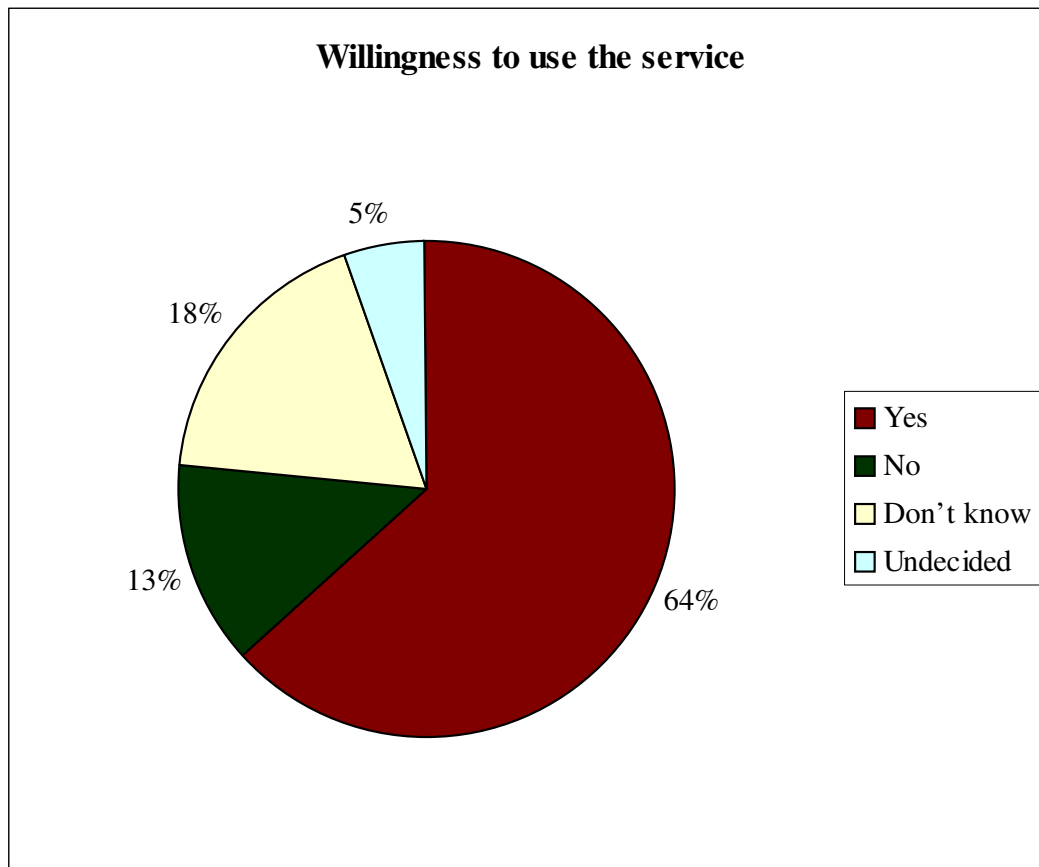
➤ Distribution of questionnaires among user groups



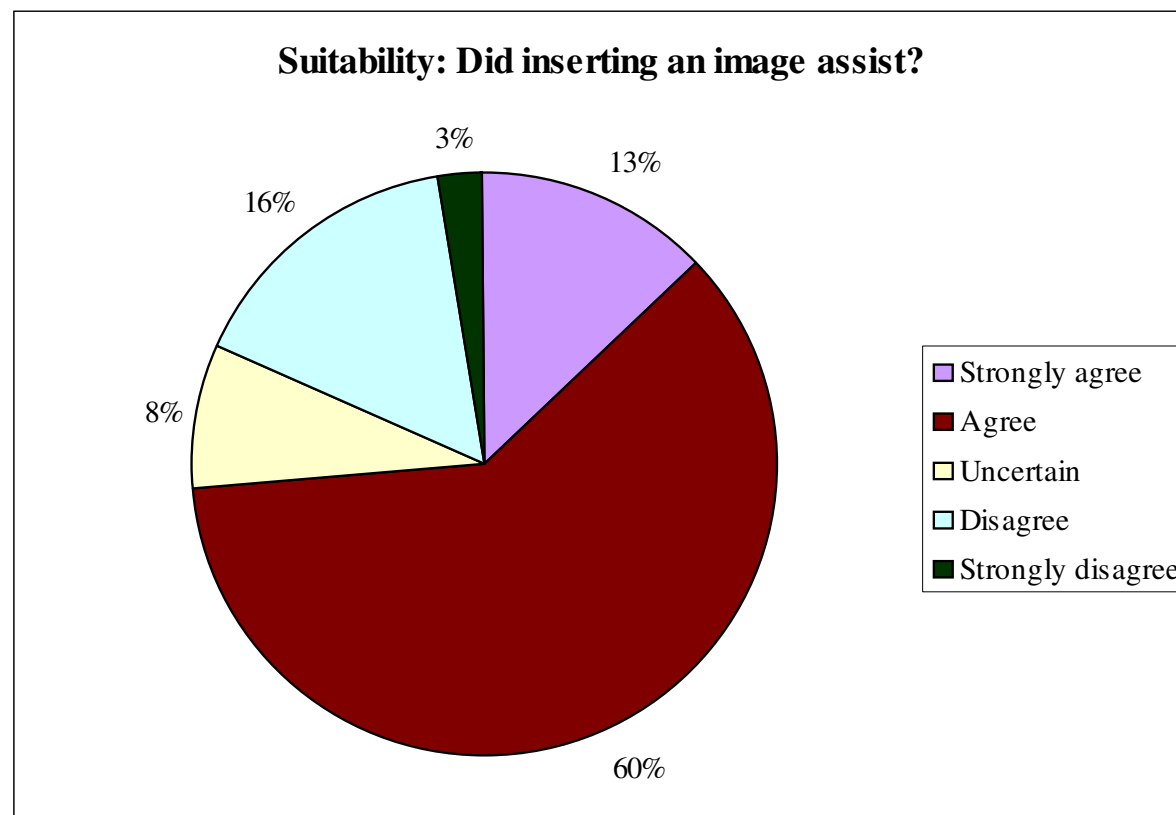
➤ Satisfaction



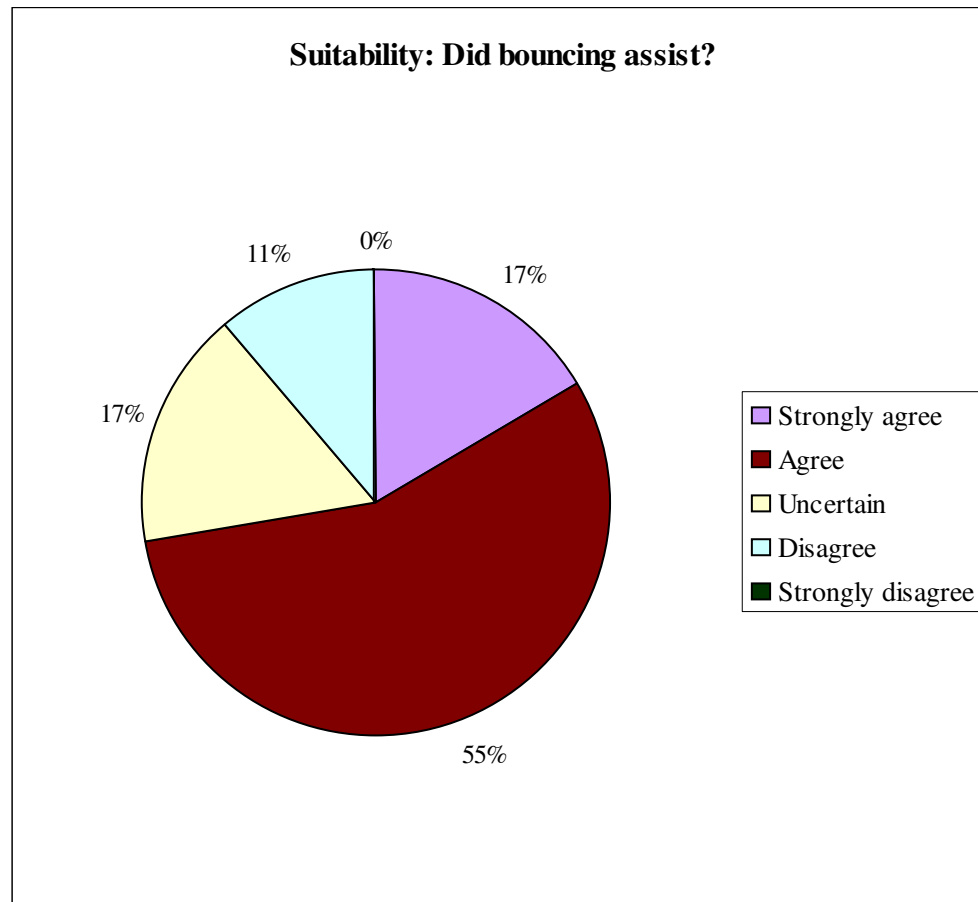
➤ Satisfaction



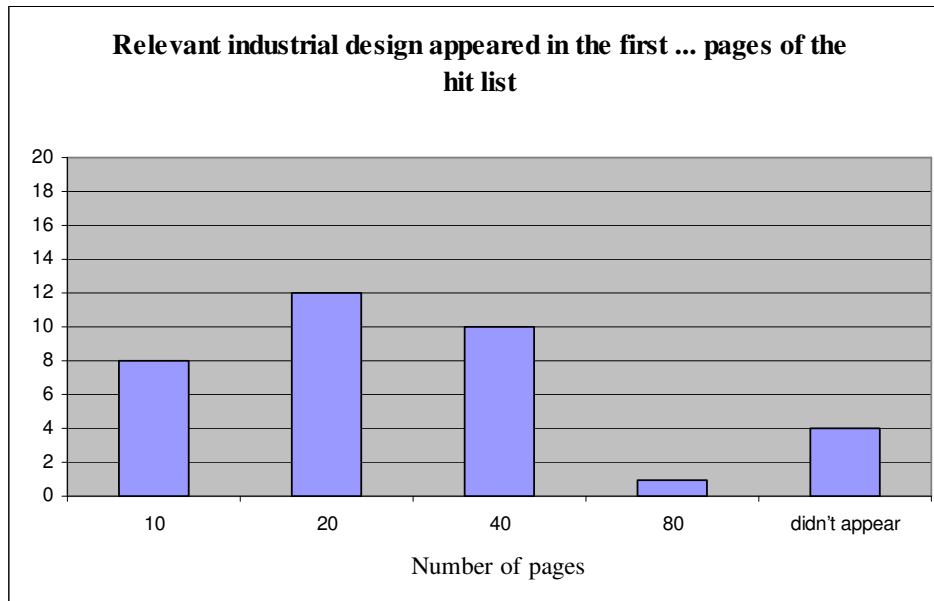
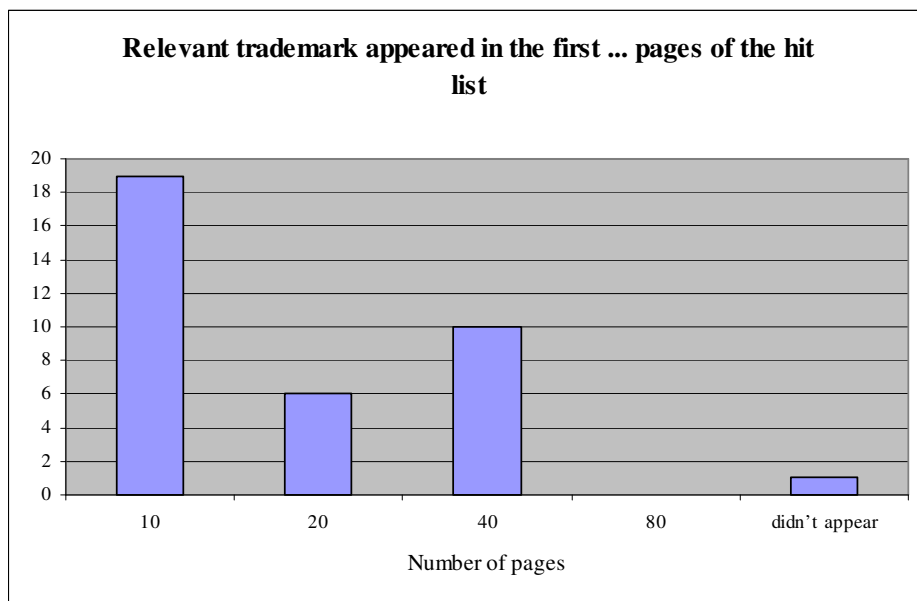
➤ Functionality



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➤ Relevance



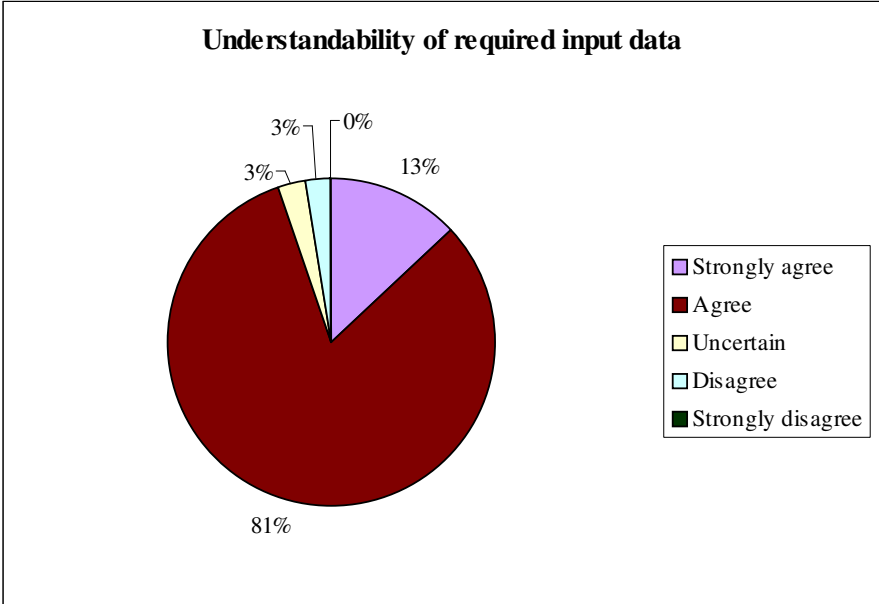
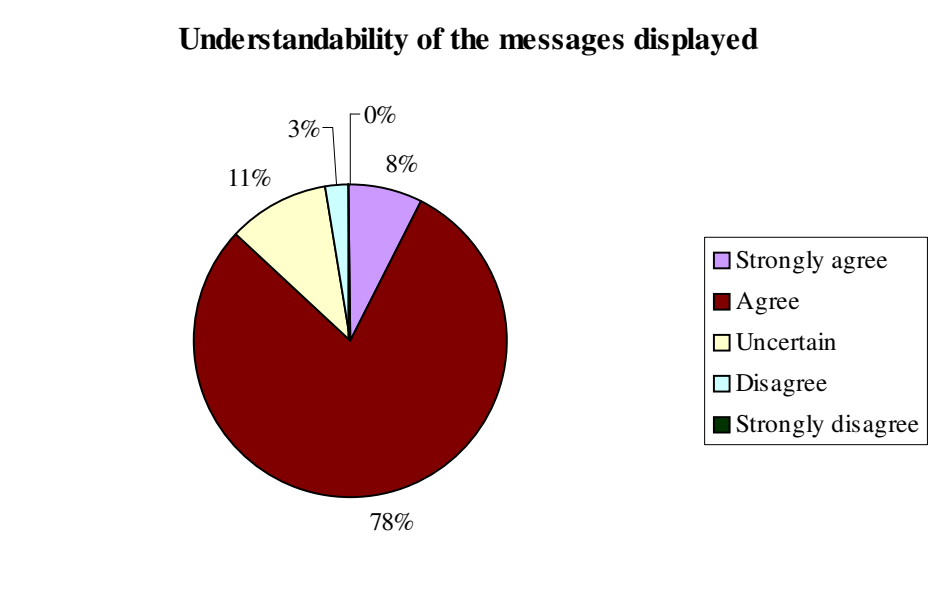
➤ Reliability – capability to maintain the service provision

Reported system failures by end users

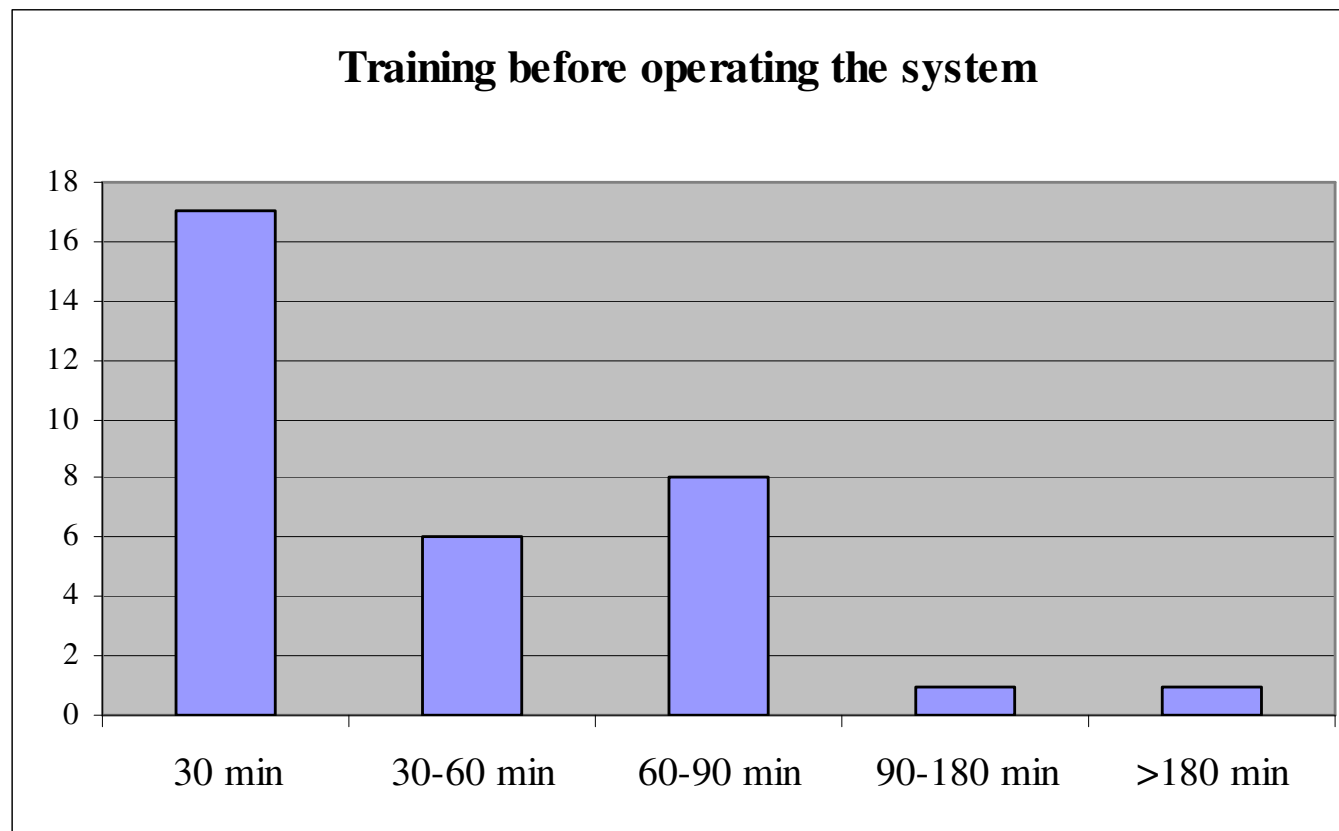
➤ First round 50%

➤ Second round 40%

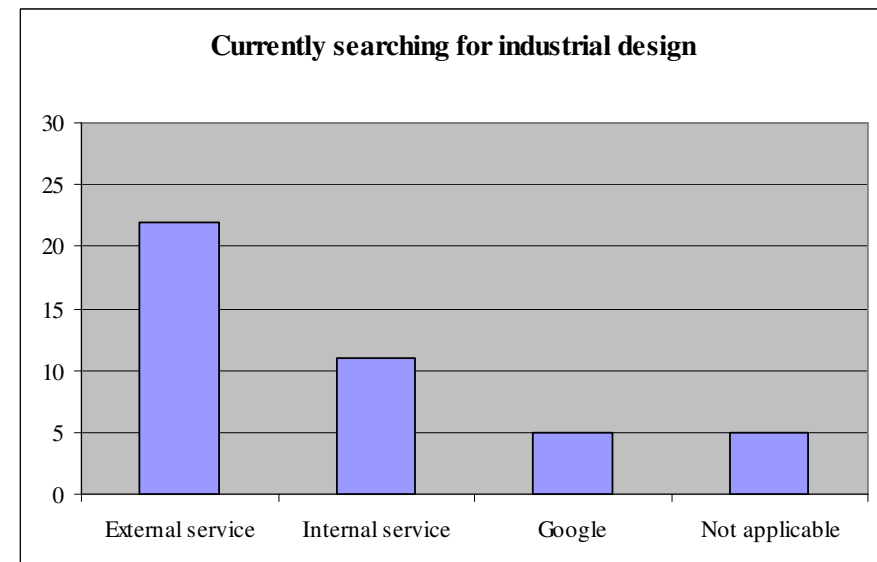
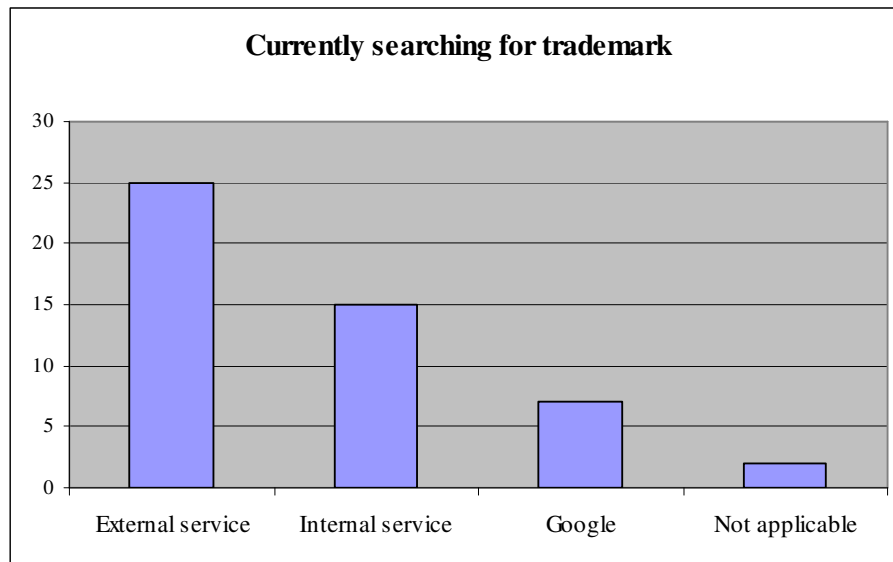
➤ Usability – ease of use



➤ Learnability – training before operating the system

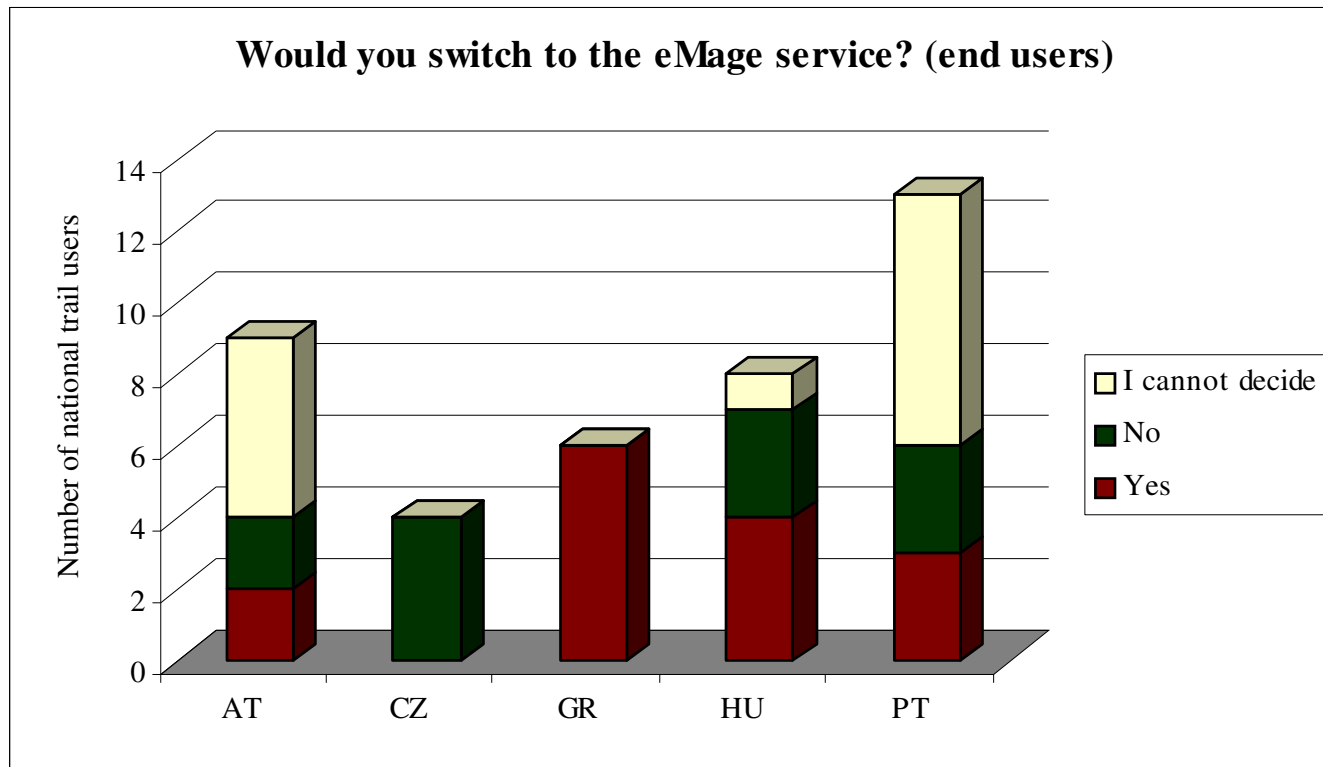


➤ Comparing eMAGE service to other search methods



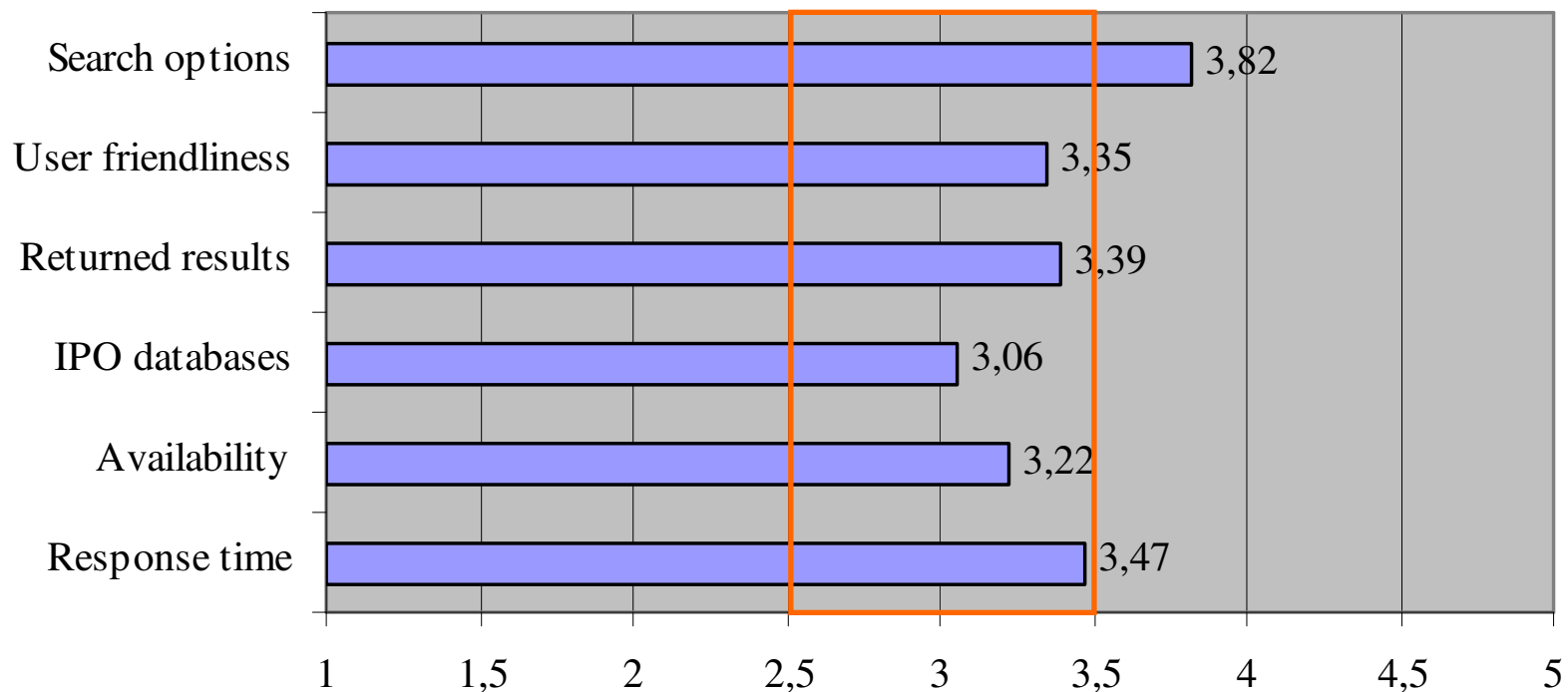
1. **National databases**
2. **ROMARIN - TM database of WIPO**
3. **CTM-Online – OHIM**
4. **Questel-EDITAL**

➤ Comparing eMAGE service to other search methods



Comparison of specific needs

(1=existing system is considerable better, 2=existing system is better, 3=they are the same, 4=eM age is better, 5=eM age is considerable better)



➤ Market assumption

➤ Number of authorities/country: 3-5

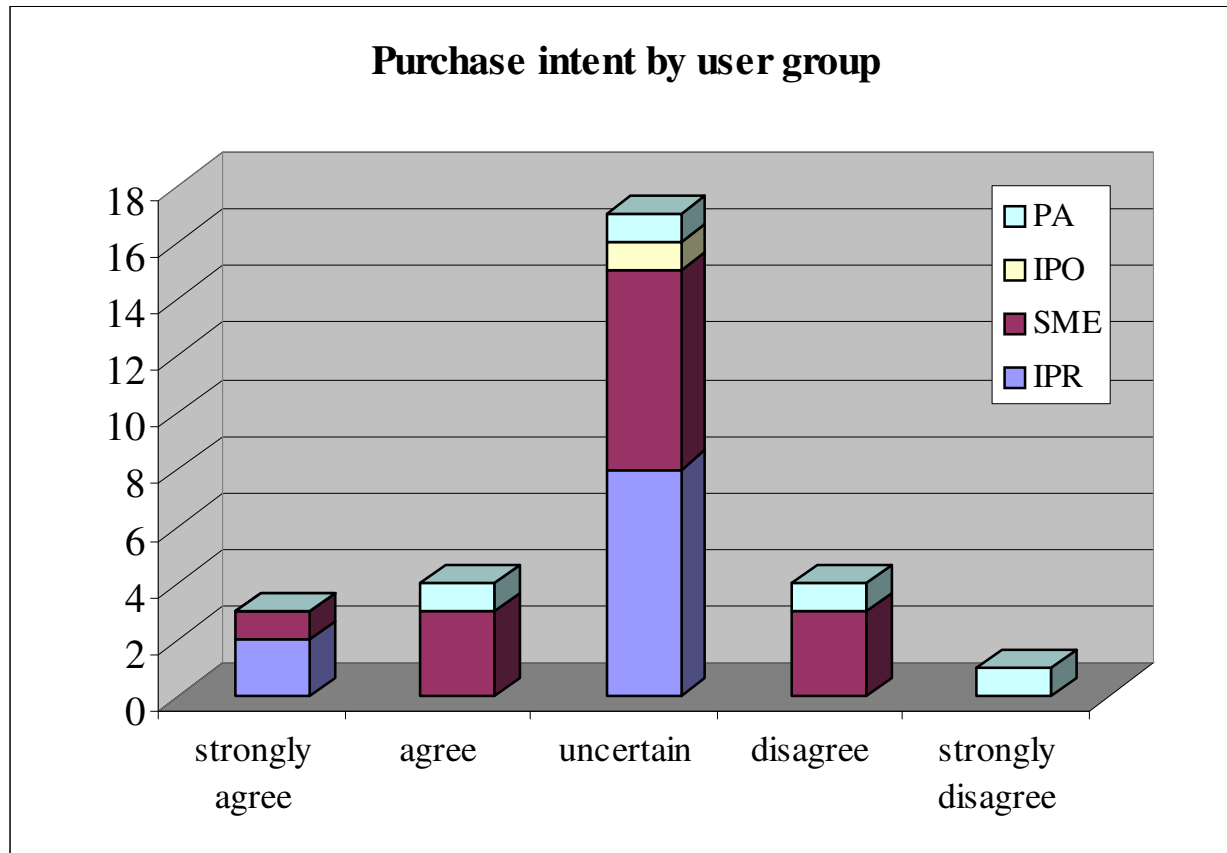
➤ Anticipated number of applications/country
will remain almost the same as it is now

➤ As opposed to other user groups PAs are less
willing to pay for the service

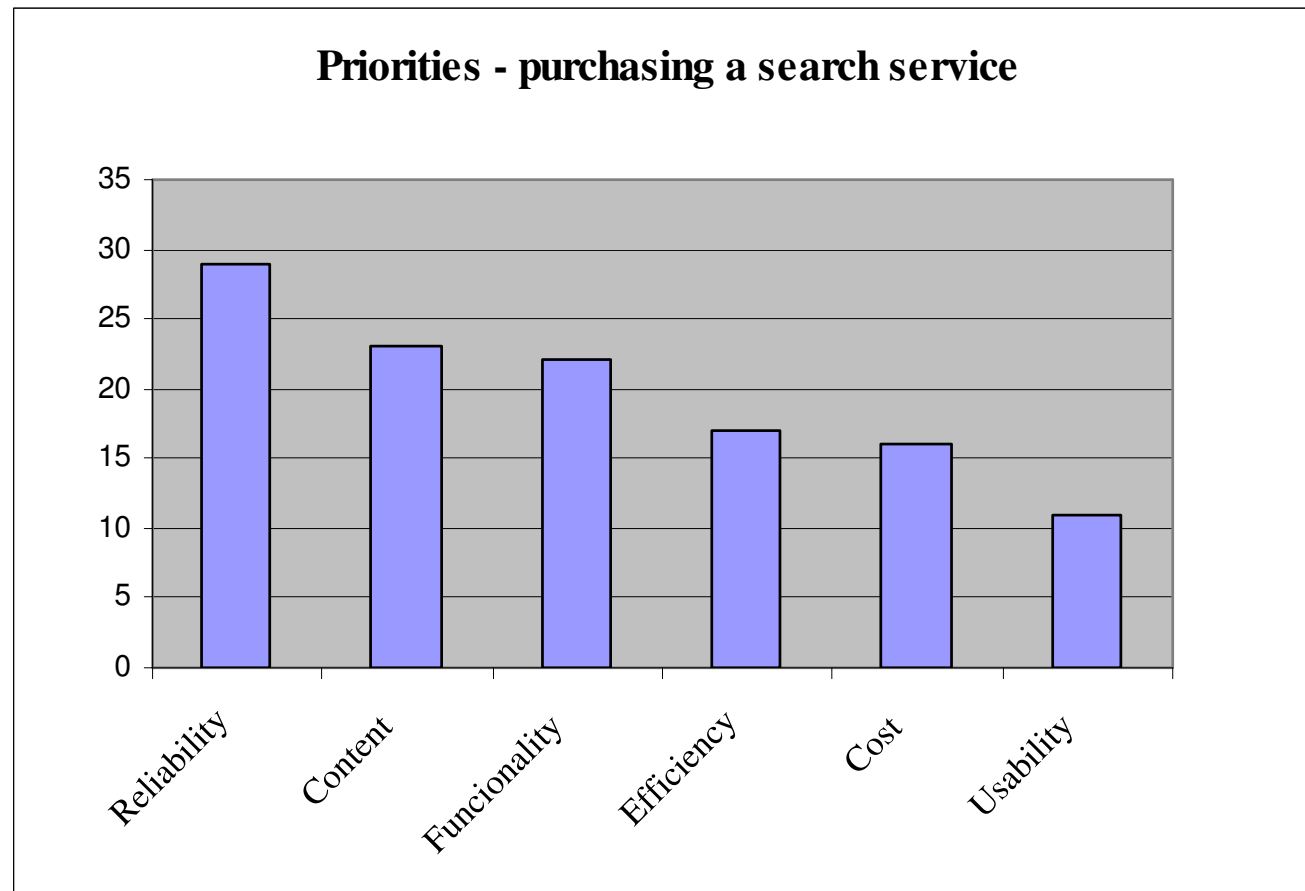
➤ Business – Customer value

	List of photographs (search)	Obtaining information (download)	Flat rate
IPO	20-30 EUR.	10 EUR.	5.000 - 8.000 EUR/year
SME	40-50 EUR	5-100 EUR	40-400 EUR/year
PA	n.a.	n.a.	n.a.
IP-Prof	10-100 EUR	2-50 EUR	40-400 EUR/year

➤ Business – Purchase intent by user group



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- Methodological differences do not make possible to compare all kind of indicators evaluated in the two trials circles
- Due to technical improvements system failures decreased by 10 % according to the end users
- All the evaluated features of the eMAGE system proved to be the same as other search services except search functions which were ranked higher

- Number of uncertain users slightly has increased (decision makers bit more uncertain than end users in the first trial round)
- Most important factors to attract potential system users: reliability, quality of content and functionality
- Second trials round confirmed the finding of the first one that SMEs and IPR-profs have the highest purchase intent



Thank You