

# ABI/INFORM and ProQuest Entrepreneurship: Aligning Features to User Needs

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# Role of Personas at ProQuest



**User Personas = Characterizations of intended users**

Problems?

Current Solutions?

How to fix?

# ProQuest - Over 70 years of serving user needs



## Computer Service Plans to Transmit Business Articles

By Alison O'Neill  
Washington Post Staff Writer

Dialcom Inc., a computer software corporation with headquarters in Silver Spring, has joined forces with Data Courier Inc., a subsidiary of The Courier-Journal and Louisville Times Co., to offer an electronic news service giving Dialcom users access to articles from about 540 business-related publications.

The service, which is called ABI/INFORM, includes bibliographies and summaries of articles from English-language publications, as well as articles translated from business journals published in France, Germany, the Netherlands and Switzerland. The available subject matter, which includes accounting, auditing, financial management, real estate, insurance, advertising and marketing, is tailored to the interests of top and middle management.

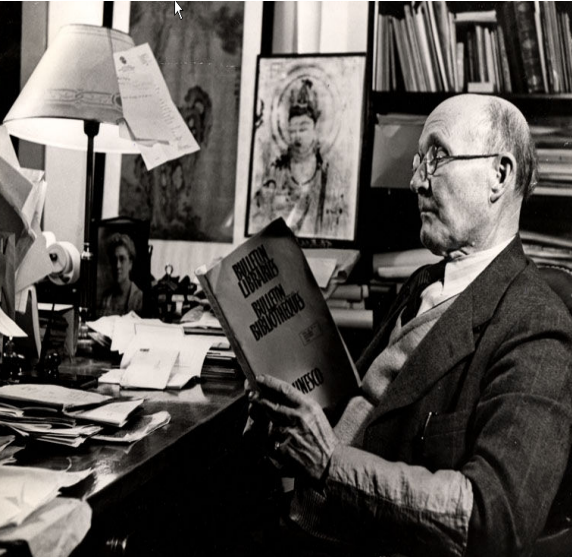
The feature that makes the new information service unique, according to Data Courier marketing director Steve Arnold, is that it can deliver a weekly "personalized" list of articles to computer users.

interested in consulting and said. "Every search the and route

**ABI/INFORM – one of world's first digital databases, introduced early 1970's**



# ABI/INFORM – historical perspective



## Early 1970s

**Persona:** Local Portland Oregon Bank Management Team

**Problem:** Lack of time to keep up on professional reading even with “modern” clipping services

**Solution:** Abstracted Business Information (ABI) using “Inform” (program originally developed at University of Wisconsin)

**Result: The Birth of ABI/INFORM**

# Current Personas and Their Problems

## Persona

born digital & take  
electronic for  
granted



## Problems

Bewildering array  
of resources

Experiencing  
issues in using  
resources  
effectively

Don't know  
context

## Implications

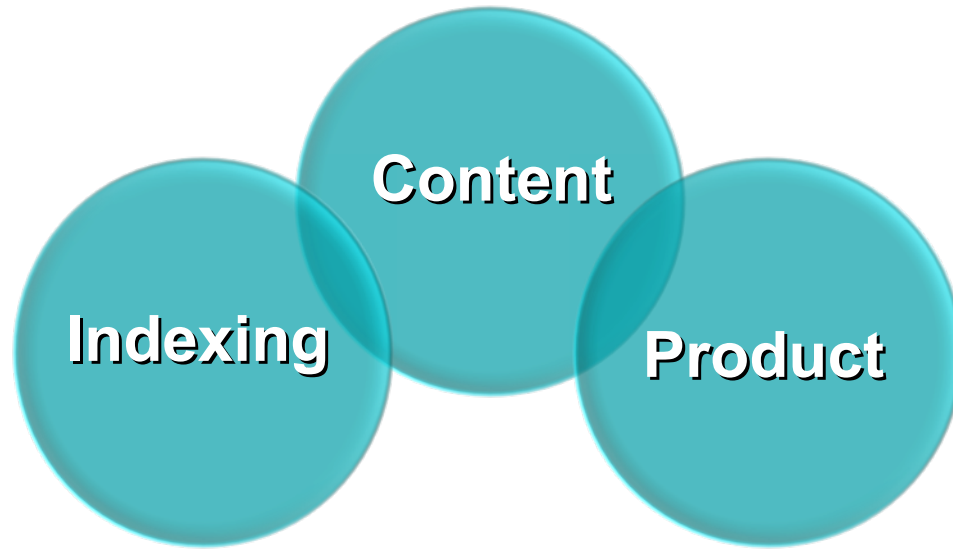
engage - new content  
types

aid - indexing and  
tools

assist - getting  
started & providing  
context

Sources: Head & Eisenburg (2009) and Law & Merkel (2007)

# Personas Drive ProQuest Content, Indexing & Products



**User Personas = Characterizations of intended users**

Problems?

Current Solutions?

How to fix?

# Expanding content

A widening breadth of content to address today's needs



# Indexing – An Evolving Vocabulary

## New Controlled Vocabulary Terms for 2007-08

Opportunity Tax Act 2007-US      Web mashups      Behind the counter drugs  
Stock photography      Sustainability management  
Bootstrap finance      Competent authority      Complexity theory  
Food prices      Acidity      Ethical consumerism      Digital radio  
Entrepreneurship      Angel investors      Jet fuel prices  
Video art      Nonviolence      Lifecycle funds      Shareholder activism  
Concept mapping      Web analytics      Collaboration  
Computer forensics      Credit default swaps      Neoliberalism  
Economic substance doctrine      Carbon offsets      Ethical consumerism  
Sustainability reporting      Small Business & Work  
Off highway vehicles      String theory  
Auction rate securities

100-200 terms added yearly –  
ensure a high-standard of  
indexing quality



# Example: Product features - Award Winning ProQuest Smart Search

ProQuest [Return to Library](#) | [Help](#)

**Results** – powered by ProQuest® Smart Search

**Suggested Topics** [About](#)

<a href="#">Multinational corporations AND Control</a>	<a href="#">Organizational behavior AND Models</a>
<a href="#">Organizational behavior</a>	<a href="#">Organizational behavior AND Multinational corporations</a>
<a href="#">Organizational behavior AND Organization theory</a>	<a href="#">Organizational behavior AND Regression analysis</a>
<a href="#">Organizational behavior AND Human resource management</a>	<a href="#">Enterprises</a>

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**ProQuest Smart Search – automatically populates “Suggested Topics” – linking users to suggested terms for more results**

- ProQuest Smart Search**
- Reinforces Business Vocabulary
  - Suggests Other Search Relationships
  - Teaches Students how to be Better Researchers

[Abstract](#) | [Full text](#)

4. [Argo International Corporation](#)  
Hoover's Company Records. Austin: M  
[Abstract](#) | [Full text](#)

5. [Banco de la Nacion Argentina](#)  
Hoover's Company Records. Austin: M  
[Abstract](#) | [Full text](#)

6. [CA Hong Kong](#)  
Hoover's Company Records. Austin: M  
[Abstract](#) | [Full text](#)

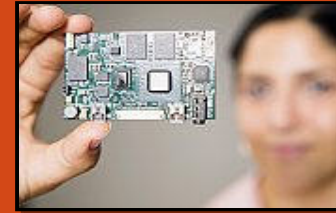
7. [Cox Radio, Inc.](#)  
Hoover's Company Records. Austin: M  
[Abstract](#) | [Full text](#)

# Example: New Entrepreneurship Product Personas

**Researcher**



**Business Creator**

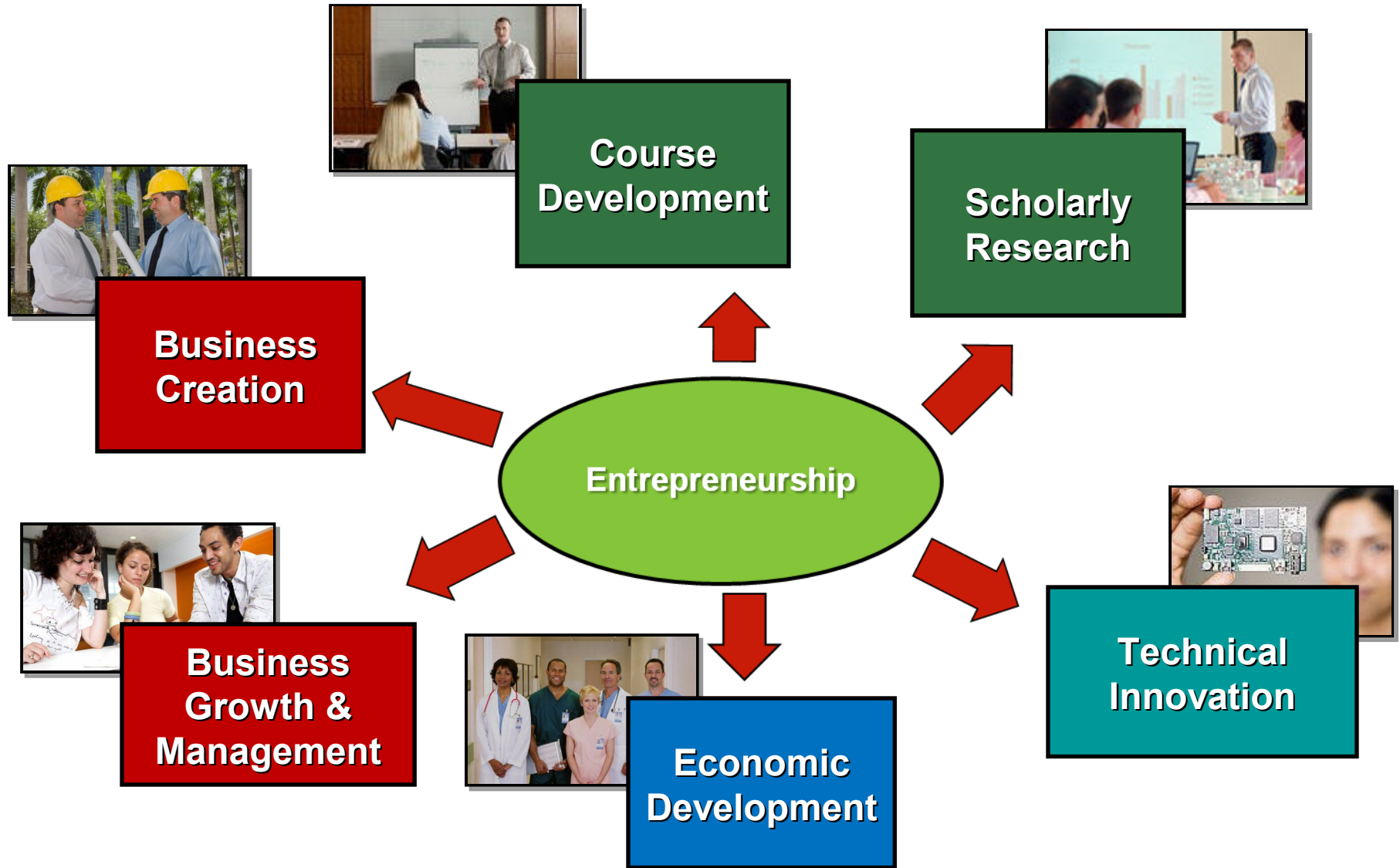


**Teacher**



**Student**

# Entrepreneurship – Persona Issues



# Entrepreneurship Content Types

Content Type
Books
Business Cases
Annual Reports
Company Profiles
Conference Papers
Scholarly Journals
Other periodicals
Market Research Reports
Other Reports
Business Plans
Blogs
Templates & Forms
Video collections/clips
Dissertations
Working Papers (SSRN)
Custom Selected Articles





# Examples: New Products & Design

Simple Search

Basic Search

[Search Tips](#) | [X Recent Searches](#)

Search

Range: All dates

Full text documents only

Options: [Advanced Search](#) | [Data & Reports Search](#) | [Publication Search](#)

Recommended Articles

Editor's Picks [View all >](#)

This month's topic: Globalization  
Globalization is changing the way in which businesses operate. The items in this month's Editor's Picks

entrepreneurship intended to convey the strategic vision, business expertise, and managerial style of a young Jordanian-born entrepreneur named Ahmad Taha.

[See all Editor's Picks >](#)

Topics, Browse, Quick Links

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Specialized Searching



# ProQuest – Ready to Meet Evolving Needs



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