

2.2 WHERE DO YOU BEGIN?

When considering possible information services which can be offered, there are some basic questions that must be considered.

USER Who will be the targeted user of the service?

NEED What will be the users real information needs?
 What benefit can the user of the information gain through faster or easier access to the required information?
 Is the timeliness of the information important?
 Is there a need for easy access to large stores of information?
 Are graphics required or desirable?
 Is there a need to have communication with the users, or between the users

OPTIONS How is that information currently found, accessed and used?
 What are the inadequacies of that source and process?
 How would that information service benefit from videotex or teletext distribution? What would it lose?

VALUE Does the information itself or information service have a commercial value to the user? If so, what would the user be willing to pay for such a service?
 Is there a commercial value to a sponsor or advertiser in having their message associated with the information or service? If so, is this advertising value limited to a particular area or region, or is it national?

OPERATIONAL CONSIDERATIONS Does the information or service require frequent updating?
 How would that be done? At what cost?
 If communication between users is necessary or desirable, what resources will be required to administer the electronic mail network.
 What resources would be required to develop the information and/or the information service? (people, hardware, software, overhead, etc.)

REVENUE SOURCES What are the potential sources of revenue from the proposed product(s)? (see discussion below)