

# Understanding our Cloud Customers: Our Ethnographic Research



## Why conduct ethnographic research?

Oracle is interested in conducting customer site visits to learn about how users work. We visit customers to gain an **authentic** understanding of end-users' needs and how they interact with Oracle products within the context of their **specific** environment. This research informs our user experience strategy and design.

## What are we trying to learn?

- How end-users accomplish their work
- End-users' behaviors and work patterns
- End-users' typical day-in-the-life
- End-users' experiences with latest releases
  - How has it improved?
  - What challenges have they faced?



“We aim to explore and understand the changing work patterns and experiences of our users with our Cloud Applications.”

## What can I expect from a typical visit?

- Our research team will come to your site
- We will schedule sessions with end-users to gather feedback
- We will be:
  - Observing business process owners and end-users in their context
  - Interviewing stakeholders to learn about implementation experiences

## Why participate?

- Help shape future product design
- Voice your concerns about our products

## Interested or have questions?

Contact Madhuri Kolhatkar:  
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## Our Research Team



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