



**NOAA**

**Satellite and  
Information  
Service**

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# User Engagement:

## Community Meeting on NOAA Satellites

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# Satisfying user needs is a process of translation



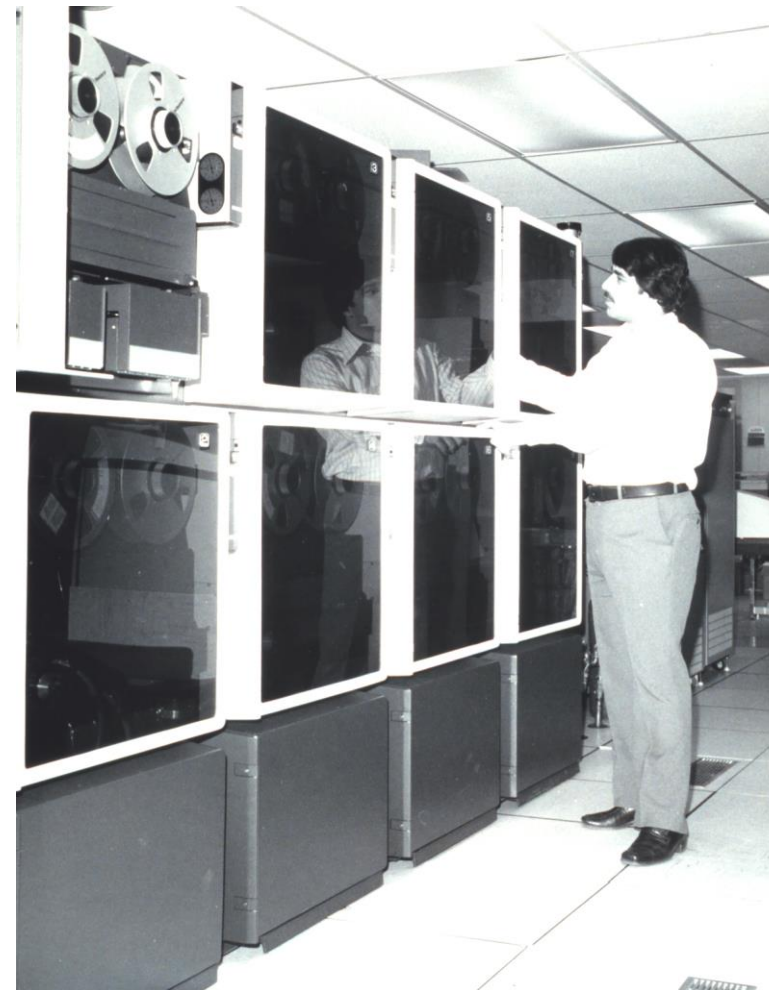
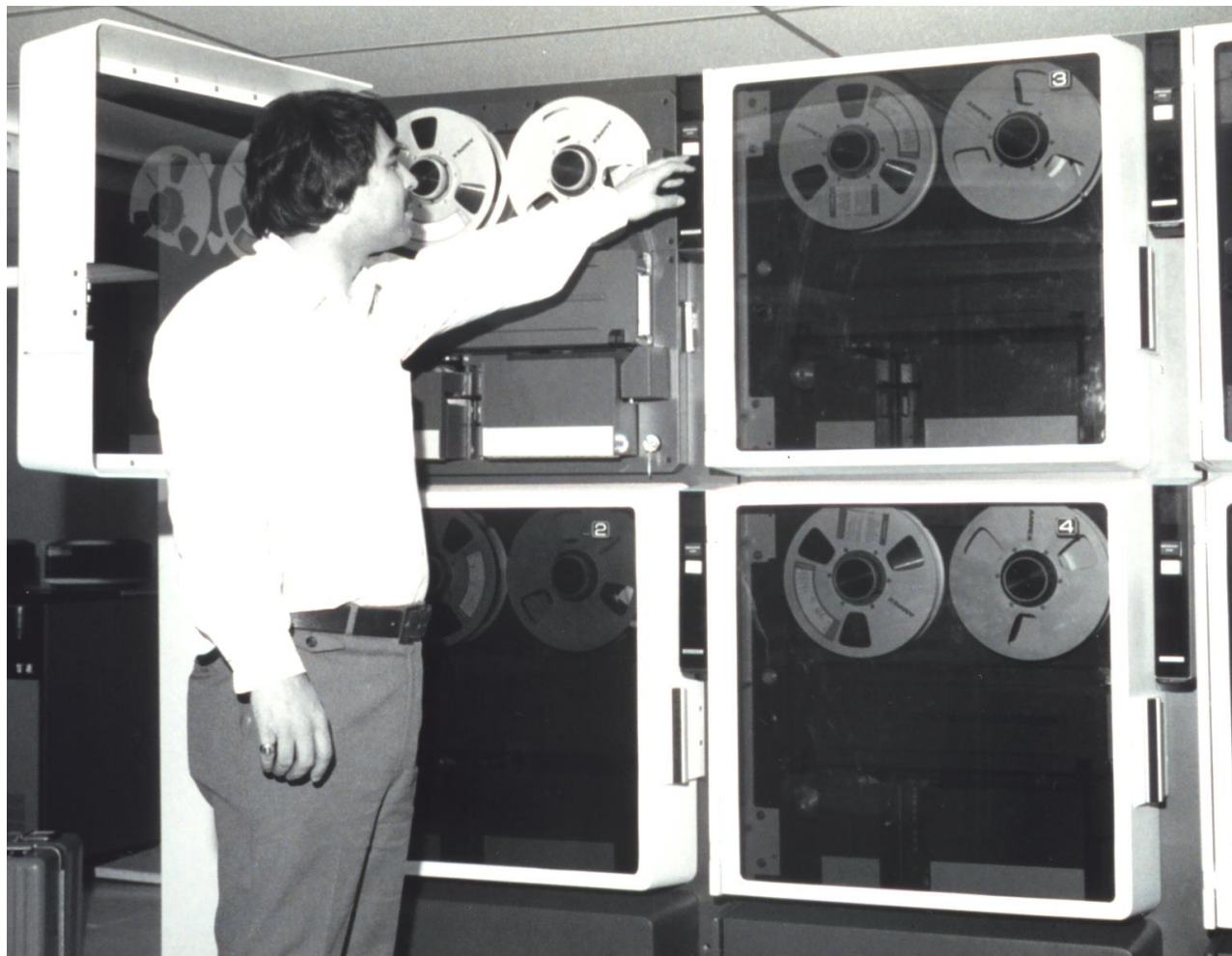
“People don't want to buy a quarter-inch drill. They want a quarter-inch hole.”

Theodore Levitt,  
Harvard Business School





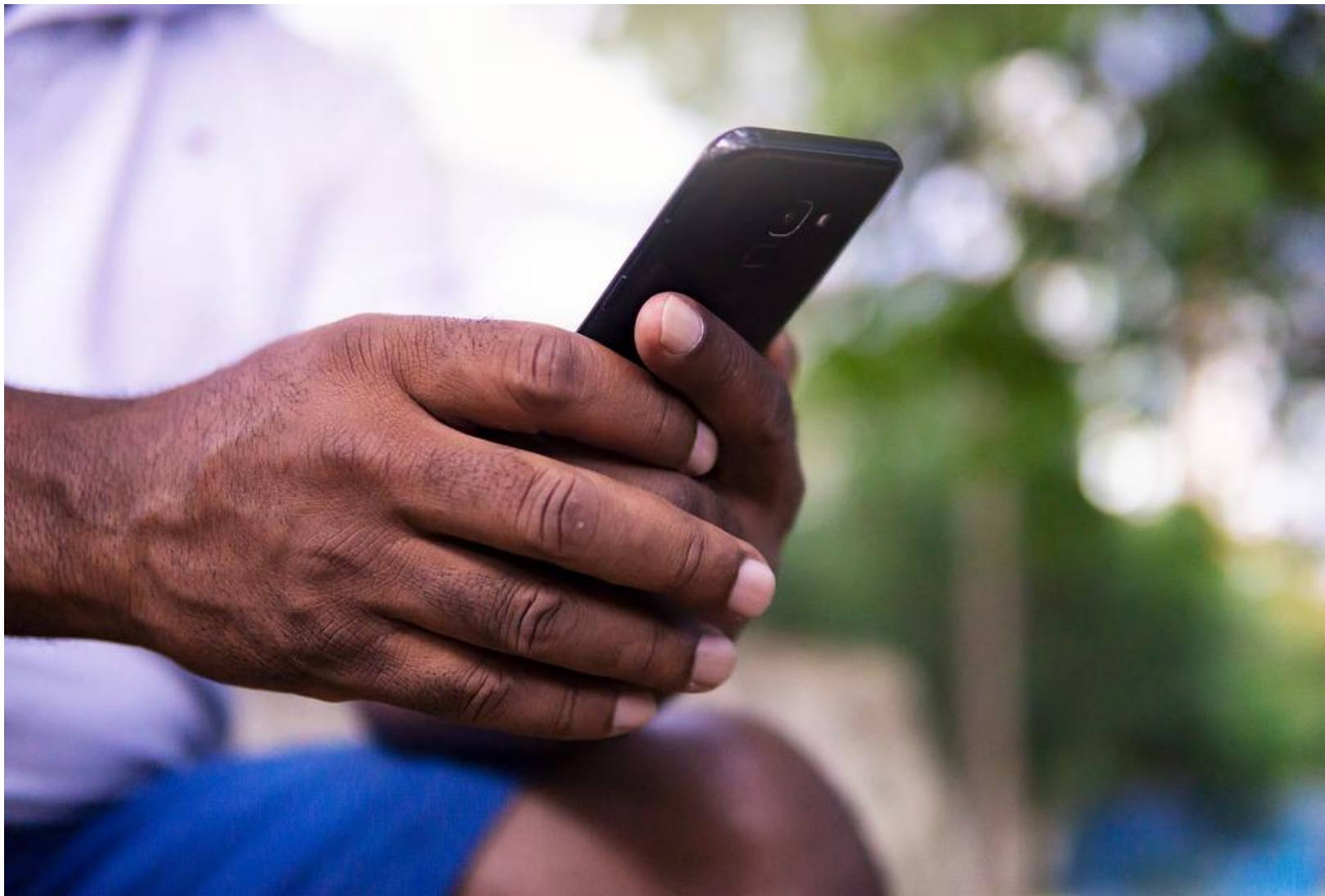
# Data access, processing, and insights used to require specialized skills and equipment





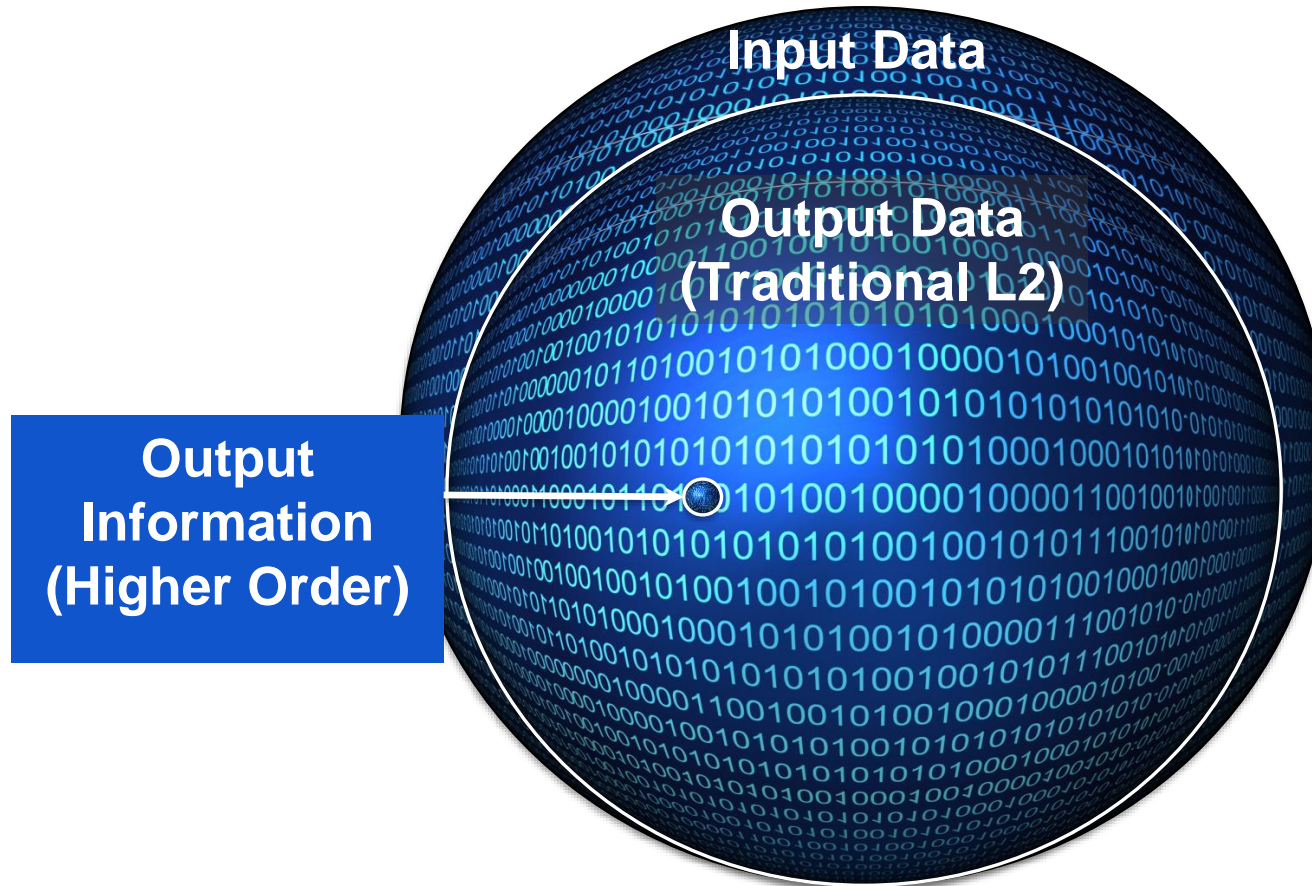


We have an opportunity to democratize access to information and insights.





# Data is overwhelming . . . How do we get to insights?

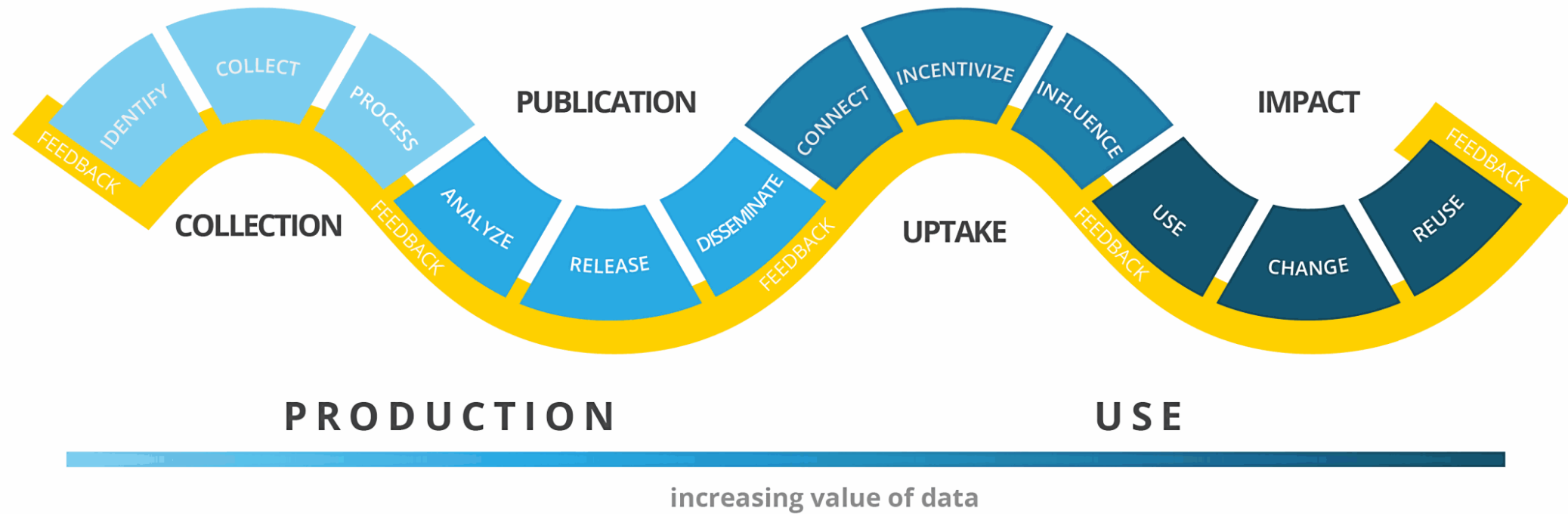




data2x<sup>o</sup>



# DATA VALUE CHAIN



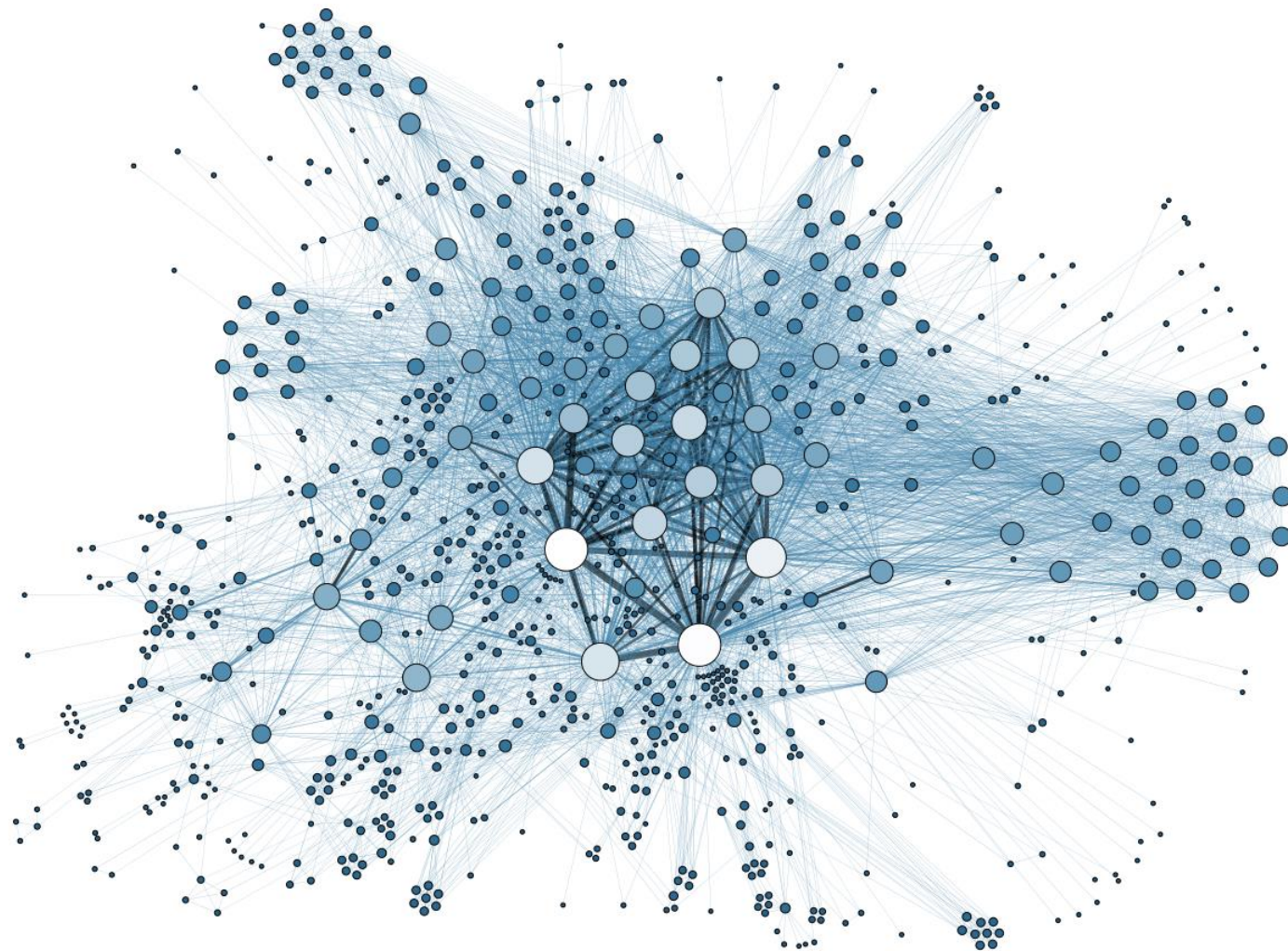




# What is User Engagement?



An exchange of information and ideas that fosters good relationships between NOAA and its clients. User engagement helps us to learn about the needs, challenges, and working conditions of those we serve so that we can provide the most useful and usable products and services.





# Needs tend to be stable over time



“I need to control the fire and protect the safety of my crew”



“I need to select seeds for the coming year’s harvest ”



“I need to carry my passengers safely to their destination”



“I need to ensure clean, safe drinking water for my community.”







# ... But changing conditions, circumstances, and technologies can affect how we understand and address those needs.



“Population has increased in the Wildland-Urban Interface”



“Climate change has affected which crops do well in my area”



“ADS-B technology has transformed navigation”



“The US EPA has established legal limits for 90 contaminants in drinking water.”





# NESDIS Strategic Objectives



**Advance terrestrial observational leadership in geostationary and extended orbits**



**Advance Space Weather observational leadership in LEO, GEO, and extended orbits.**



**Evolve LEO architecture to enterprise system of systems that exploits and deploys new observational capabilities**



**Develop agile, scalable ground capability to improve efficiency of service deliverables and ingest of data from all sources**

***A Renewed Focus on Continuous User Engagement***



**5 Provide consistent ongoing enterprise-wide user engagement to ensure timely response to user needs**






**6 Deliver integrated program development to provide a suite of products and services**



# Partner with us . . . connect with us

## NOAA - Satellite and Information Service

- Announcements of community meetings, other engagement opportunities, job listings, RFIs, etc.

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