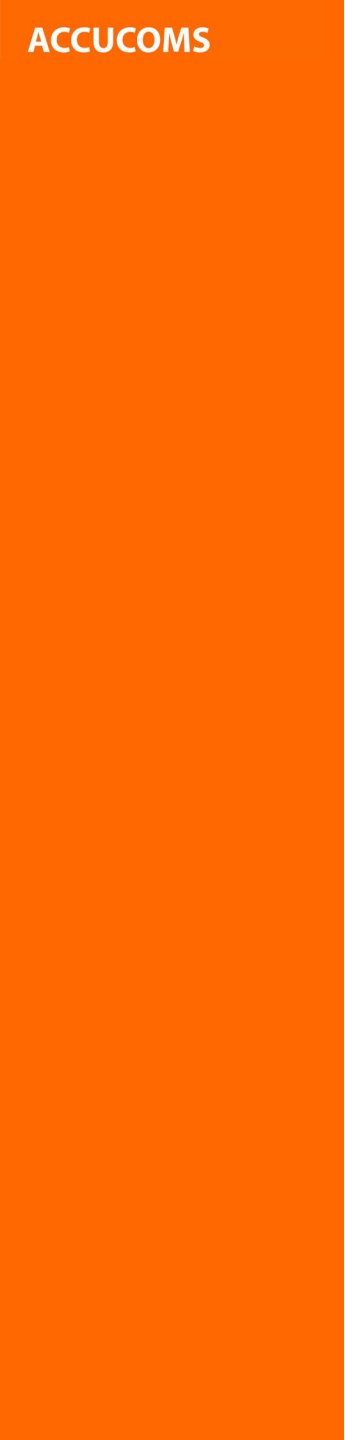


A librarian's view on trials

ACCUCOMS

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Library Feedback

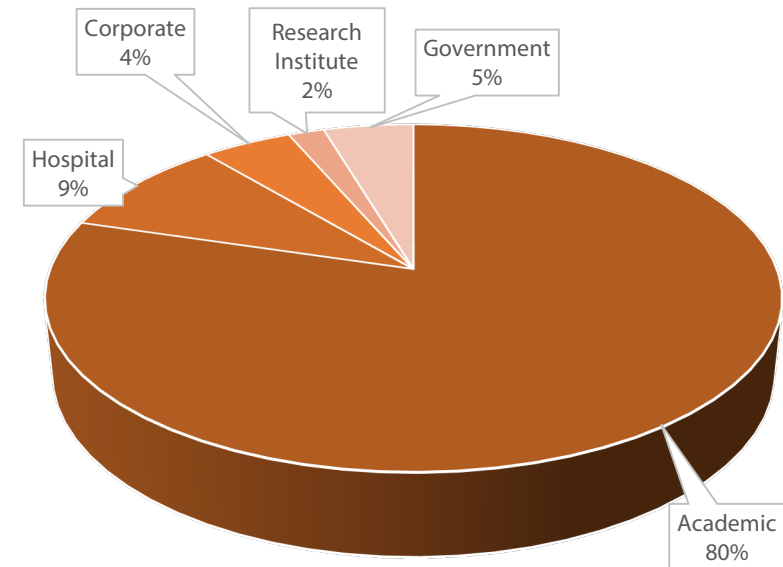
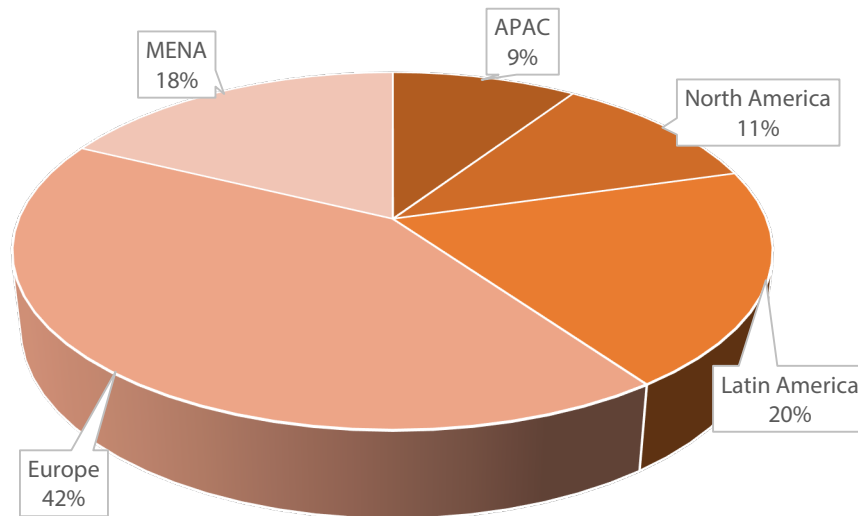
Importance of trials

Important aspects of trials

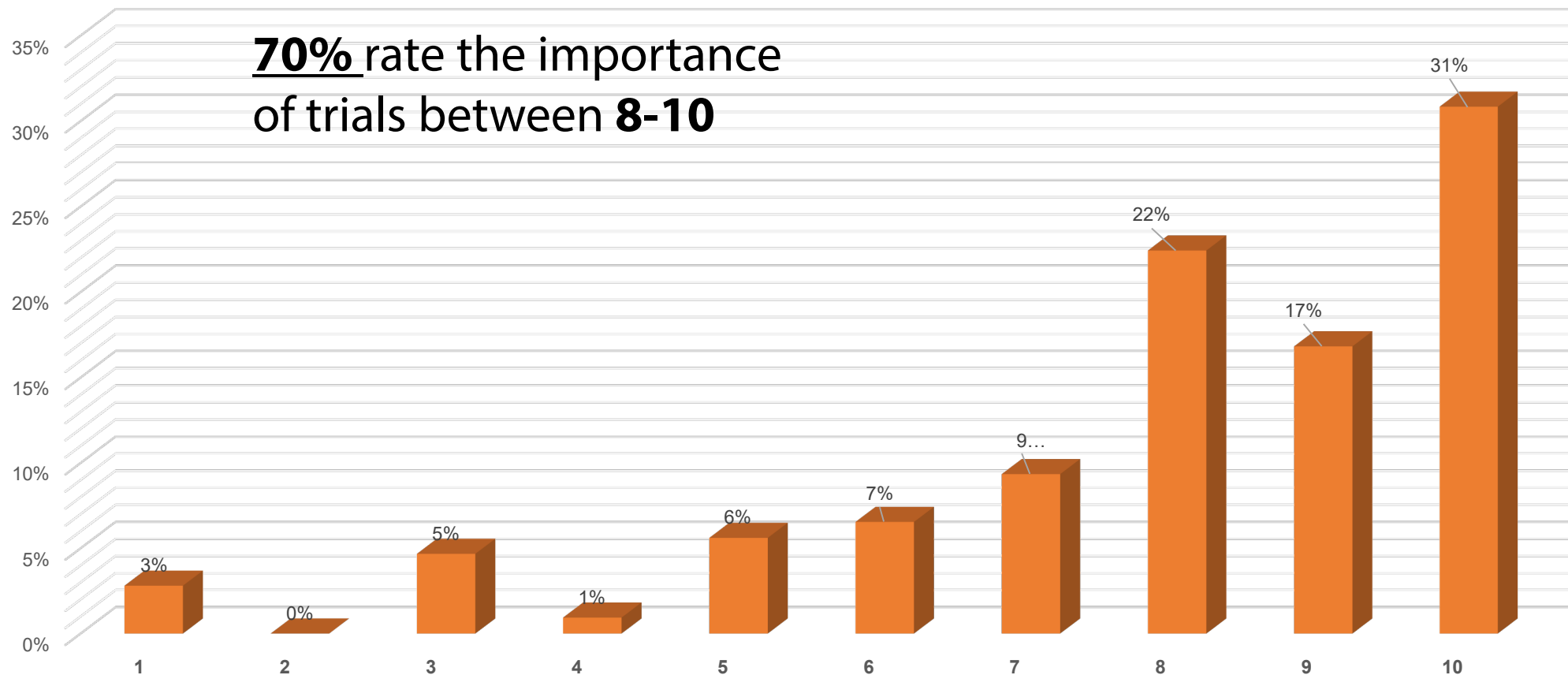
Trial touchpoints

Sales funnel

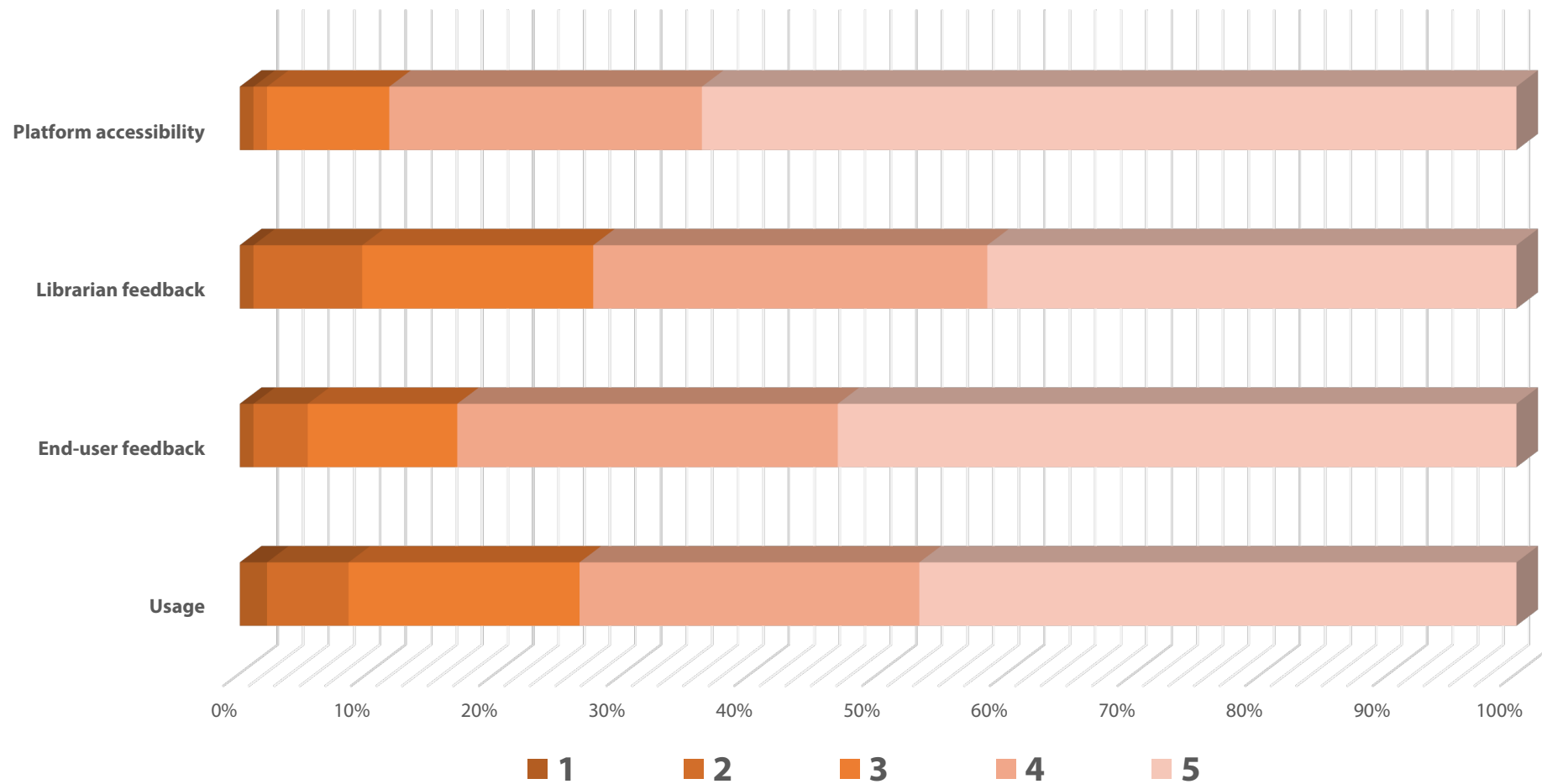
Library Feedback



Importance of Trials



Important aspects of trials



Trial touchpoints

Importance	Platform Accessibility	Librarian Feedback	End-User Feedback	Usage
1	Discovery system integration	Discovery system integration	Content quality	Content quality
2	IP access	Platform Usability	Access to backfiles	Platform usability
3	Cost per use	Cost per use	Timing of trial	Cost per use
4	Access to backfiles	Content Quality	Platform usability	Full access

Conclusion

Awareness
"I might need something"



Consideration
"I need more information"



Interest
"I am reviewing content"

- Timing of trial
- Publisher communication
- Platform accessibility

- IP access
- Full access
- Discovery system integration
- Access to backfiles

- Cost per use
- Content quality

End-user feedback

Librarian feedback

Usage

Platform accessibility