NEXUS

OPENAIRE SERVICES CATALOGUE

A journey into the world of Open Scholarly Communication

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OpenAIRE

A few facts and some hard truths

- A catalogue of services is the window of the organisation
- Researchers need services they can relate to: **value & easiness**
- Open Science infrastructure has **many R&I actors** involved: repository managers, lab managers, research managers, RI operators, …

- OS service design & offering has **skipped users**: focus on IT, fast delivery
- We have often built **siloed solutions**: lack of trust & sustainability

Let's break some walls. With Open Science. With EOSC.

#1 Re-introducing services

Multi-faceted challenges

SERVICES

- Help researchers
- Fast adapt to scientific discoveries & needs
- Answer to complex problems
- Empower public administrators & funders
- Allow SMEs to innovate
- Evolve and increase in number
- Interconnect, get more complex at the backend, be user-friendly on the frontend

CATALOGUE

- Which service fits to my needs?
- Can I trust an Open Science services in terms of long-term sustainability?
- How can I easily spot and view valuable information?
- Are all Open Science services for free? What do I get?
- Is coding material available to download and try out?
- Can I first review some material?

SERVICES-MATERIAL ECOSYSTEM

We do not work alone (EOSC)

Map user interaction with materials from

- OpenAIRE services
- OpenAIRE A.M.K.E network (NOADs)
- Communities, RIs
- EOSC-FUTURE (EOSC-DIH), INFRAEOSC-07
- Synergies & other projects

and

- User background, skills, knowledge, needs
- Previous experience
- Culture

to

- help to build experience, confidence, and skills necessary for Open Science services with focus on EOSC ones

TOFU Material Types	MOFU Material Types	BOFU Material Types
Blog posts	Blog posts	Tutorials
Videos	Videos	Workshops
Podcasts	Original research & associated reports	Highly personalized articles
Guides	Downloads	Case studies
eBooks	Quiz surveys	Calculators
Social media updates	Emails	Events
Web pages	FAQs	Consultation
Newsletter	Case studies	
Webinars	Webinars	
	Events	
	Factsheets	

3E's – Effectiveness, Ease, Emotion

Open Science is about **culture shift**

From an **ITIL approach** to a **Services Design Methodology**

- **User centered** design & focus

- User **experience**

- Embedded in the design
  - **Value** proposition
  - **Strategic** alignment with OpenAIRE MAKE & EOSC

- Communication **beyond the traditional** - visual

- **Interoperable** by design to provide 360° solutions

We want to create services we love and users fall in love with

#2 – User centric

IT'S ALL ABOUT USERS

1
Update the information for users & groups

Users' **knowledge evolves**, therefore what and how they comprehend information

2
Understand their emotions

Search for **user habits** over time, spot the trends, behavior, what is important to them

3
Don't puzzle users, deliver fast, accurate with trust

Users need **excellence with minimum effort**, clear answers and transparent processes

#3 – New elements

OPENAIRE CATALOGUE: JOURNEY STOP 1

NEW SECTIONS

- UI material (image, logos)
- Pitch
- Benefits (5-6)
- Features (5-6)
- Available usage plans
- KPIs

CHALLENGES

- Rebranding & Marketing
- Content creation
- Value Proposition Canvas
- User Journey Canvas
- Competitive Analysis
- UI/UX

NEW DISCOVERIES

- Simplicity is hard
- User needs and expectations evolve
- Emotions are important
- Finding answers quickly is crucial
- Hidden values

OPENAIRE CATALOGUE: JOURNEY STOP 2

NEW MATERIAL

- Content
- Pricing planning information
- KPIs
- Glossary
- Pitch Decks, eBooks
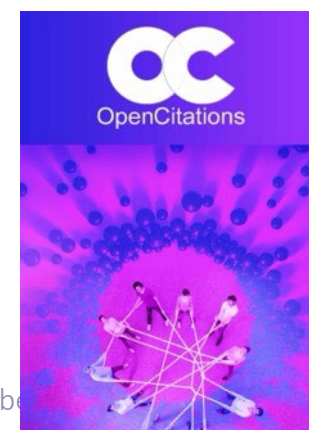- Promo Videos
- Media kits

UPDATED MATERIAL

- Roadmaps
- Change logs
- Coding material
- SLAs, Usage Terms
- Use cases
- FAQs, Webinars, Tutorials
- News, Media

RE-DESIGNED

- Support system
- Training
- Users' classification
- Research Lifecycle classification

OpenAIRE
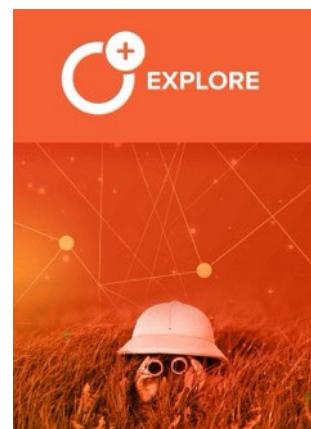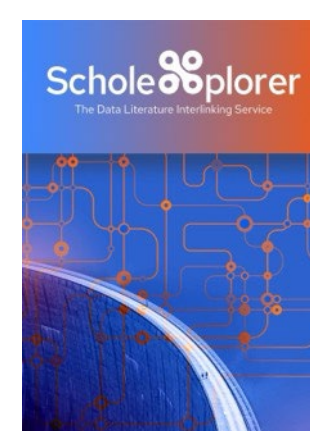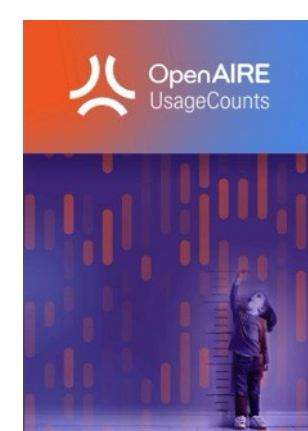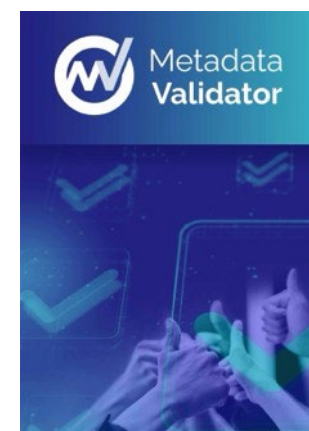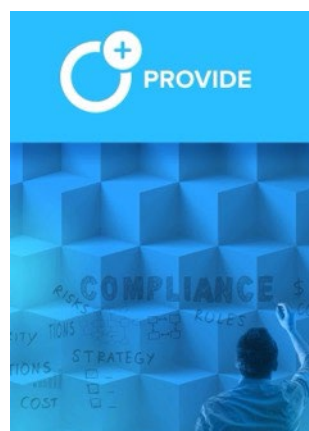
Scholarly communication services for all
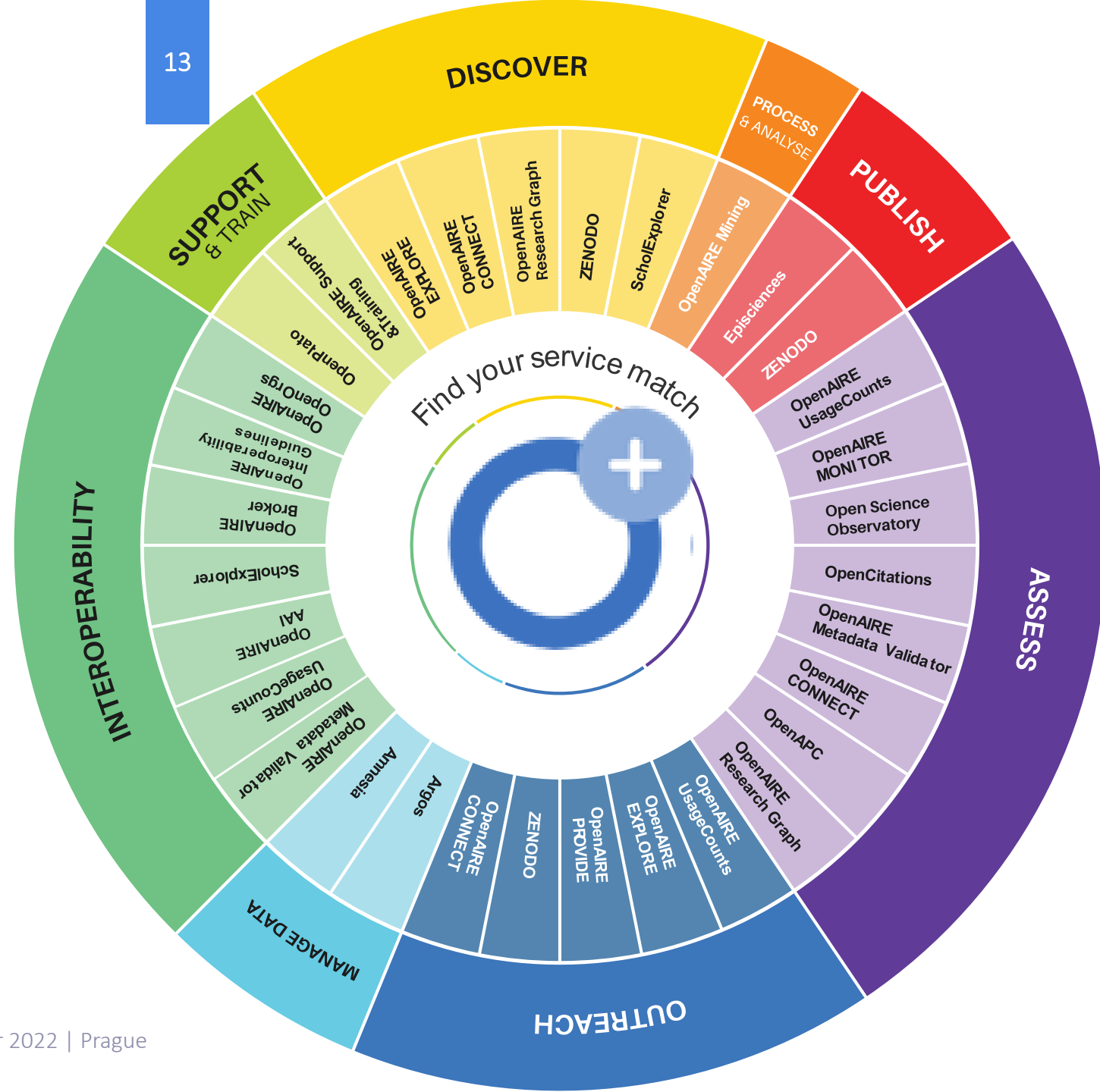
http://catalogue.openaire.eu

A RANGE OF SERVICES COVERING ALL RESEARCH LIFE CYCLE

Inspiration: Innovations in scholarly communication(Discovery-Analysis-Writing-Participation-Outreach-Assessment)
https://101innovations.wordpress.com/
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DISCOVER
PROCESS & ANALYSE
PUBLISH
ASSESS
OUTREACH
MANAGE DATA
INTEROPERABILITY
SUPPORT & TRAIN

Find your service match

OpenAIRE EXPLORE
OpenAIRE CONNECT
OpenAIRE Research Graph
ZENODO
ScholExplorer
OpenAIRE Mining
Episciences
ZENODO
OpenAIRE UsageCounts
OpenAIRE MONITOR
Open Science Observatory
OpenCitations
OpenAIRE Metadata Validator
OpenAIRE CONNECT
OpenAPC
OpenAIRE Research Graph
OpenAIRE UsageCounts
OpenAIRE EXPLORE
OpenAIRE PROVIDE
ZENODO
OpenAIRE CONNECT
Argos
Amnesia
OpenAIRE Metadata Validator
OpenAIRE UsageCounts
OpenAIRE AAI
ScholExplorer
OpenAIRE Broker
OpenAIRE Interoperability Guidelines
OpenOrgs
OpenPlato
OpenAIRE Training & Support

#4 The outcome

RE-DESIGNING THE OPENAIRE CATALOGUE OF SERVICES

#5 Key points

LEARNING PATH

- It is a didactic, difficult process on **Technical-Organizational-Operational-Strategic** level

- **Re-think what the users Want, Fear, Need** and map with **Services Benefits, Experiences and Features** was an amazing experience for service managers

- Shuffle reviewing of **Business Model canvas** was valuable

- **Simplifying user groups** and portfolios was a long-time process

- Business models initiated the **competition analysis**, revenue models exploration, business model of MAKE **as a non-profit**

- **Aligned with EOSC** legal, operational, catalogue model

- Creating **new material** was time consuming

The journey continues

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THANKS