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## **What Do You Expect of Institutions in the Digital Age?**

- 1.** You're going on a trip, and you need to transfer cash from your savings account to your checking account. Your bank is six blocks away and it's five minutes before closing time. Are you worried?
- 2.** You ordered some kitchen equipment from Williams Sonoma. It hasn't come, it's more than two weeks since you ordered it, and you're having a big party next week. So you call them. Is it reasonable for you to expect to be able to find out, while you're on the phone, where your order is and when you will have it?
- 3.** You're collecting information on a library website for your book group on this week's book and author, and a link suddenly takes you onto the publisher's web site—and thus into a commercial zone. Do you care?
- 4.** Your recent college graduate son is about to buy a car. He inclines to sporty, full of features, and low cost. You want safety and reliability. Do you feel reasonably confident that you can get price value comparisons without calling, or worse yet, visiting, each dealer?
- 5.** You're on the school committee. A candidate for a principal's job says she would eliminate the "ask the principal" feature on the school's web site because nothing really important has happened because of it. Do you mark her up or down in your assessment?
- 6.** You're looking for a life care facility for your father. Operation A has a lot of information on a web site, will see you next week, and offers to send some price option profiles to you in the meantime, based on what you've described. Operation B has a recording, and asks you to leave your name and address, so they can send you their comprehensive family kit. Initial preference for A? Or B?
- 7.** **Now...you are a "customer" or stakeholder of your own foundation. How would you assess it on the issues raised in the above questions—on customer satisfaction, on access, on transparency, on speed, on knowledge, on openness?**