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Browser size: 1100x600
Container: 800x400

User Interviews

Questions, Answers & Analysis

What are some of your biggest challenges at work?
"Our technology is kind of dated and I'm already juggling so many things. It's exhausting being the "go-to " IT person in my office. The requests for help are just constant."

What do you do when someone asks for help with their computer?
"I like technology, but using a spreadsheet to keep track of our computers, software, cloud services, server, and phone system is not efficient. at all."

How much do you know about IT?
"Sometimes, IT stuff totally overwhelms my workday."

Analysis of Findings

My interviews with office managers and executive assistants indicates that there is a need for organizing data to make IT management easier for those without a formal training in information technology.

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Persona

Anna, Office Manager, 26

Office manager for a small creative agency

Studied English Literature in college

She is enthusiastic and a quick learner, but she is frequently tasked with IT problems that she struggles to understand

The company she works for does not have a large IT budget

She often has to do the legwork of calling 1-800 numbers and doing online research

Behaviors

Will occasionally call in an IT professional, but has to provide a quote and request permission from her boss first

Is often tasked with making IT decisions for the business and has to educate her boss and colleagues on why she has chosen a particular option

Pain Points

IT requests often get buried in Annaâ€™s email or an initial request is dealt with, but there is little or delayed follow up

Information about computers and network hardware is inconsistently captured

Anna feels inadequate when an IT customer support rep asks for information and she cannot promptly locate the information

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User Flow

Use case: You need to send a colleague's computer back to Apple for repair. Locate the colleague's warranty information for the AppleCare support representative.

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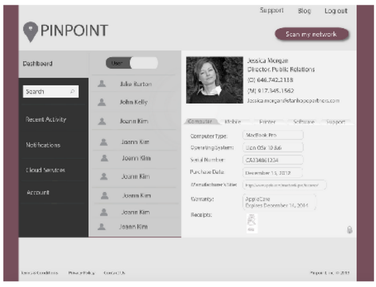
UI Design



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Prototype