

# Administrator

What I want as an administrator:

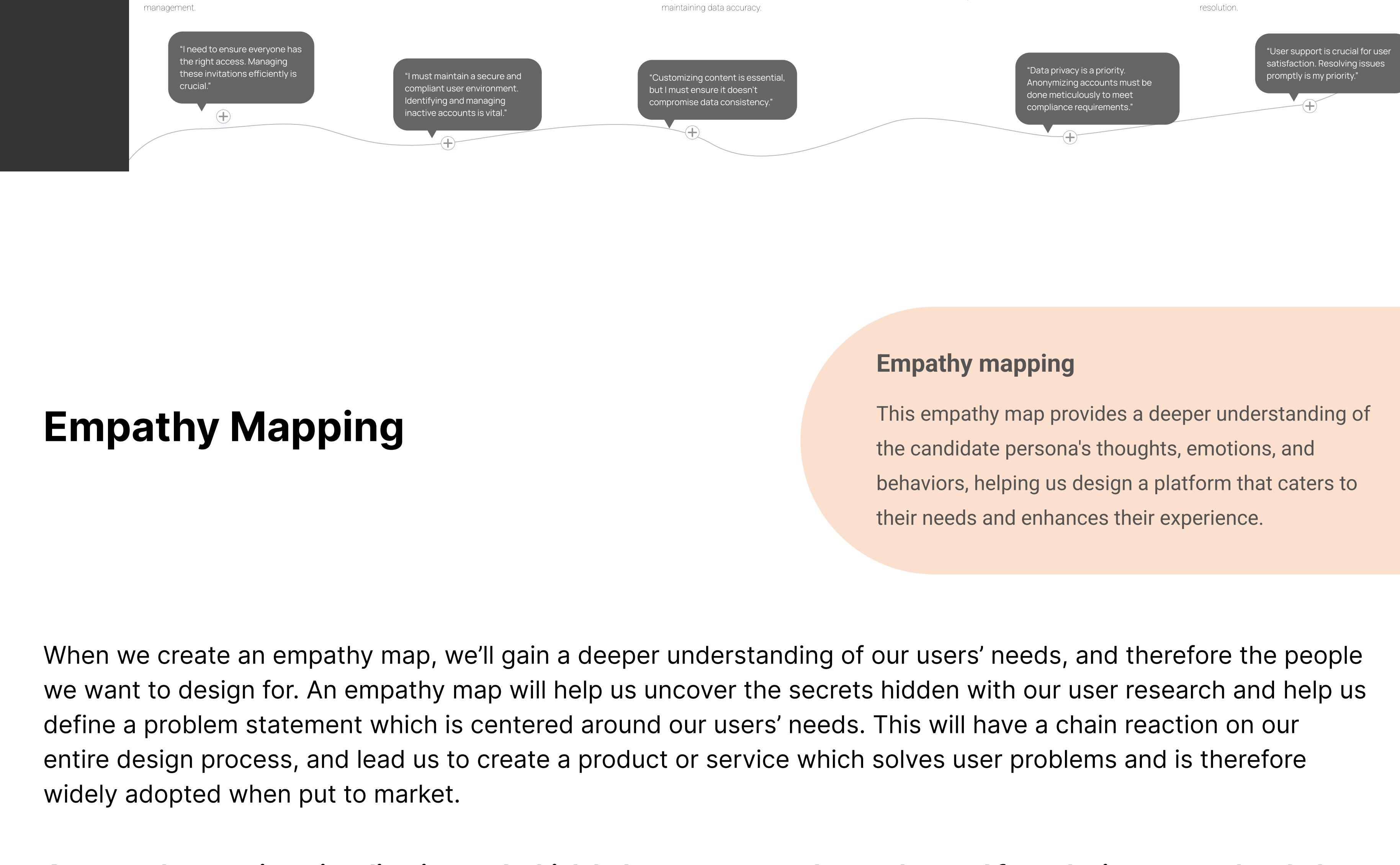
1. I want to be able to see all information that all users see.
2. I want to be able to create, delete, deactivate, activate and block accounts within the tool.
3. I want to have sufficient rights to provide user support (e.g. trigger password reset emails, an account is blocked and I can unblock it etc.).
4. I want to be able to customize content, which should only be centrally managed. An example of this is drop-down lists. For instance, if there is a list of programming languages somewhere that both candidates and companies make use of, I want to be the only person who can customize this drop-down list.

## Problem Statement:

Administrator of the platform aims to have comprehensive control and oversight over the entire ecosystem. His / her primary goal is to efficiently manage user accounts, allowing me to create, delete, deactivate, activate, and block accounts as needed. Additionally, he/she needs the capability to provide responsive user support, such as triggering password reset emails and resolving account issues promptly. Furthermore, he/she seeks the authority to customize and centralize certain content elements within the platform, ensuring data consistency and integrity. Specifically, he/she should be the sole administrator able to customize centrally managed items like drop-down lists, optimizing the platform's usability for all users.

## Persona's Pain Points:

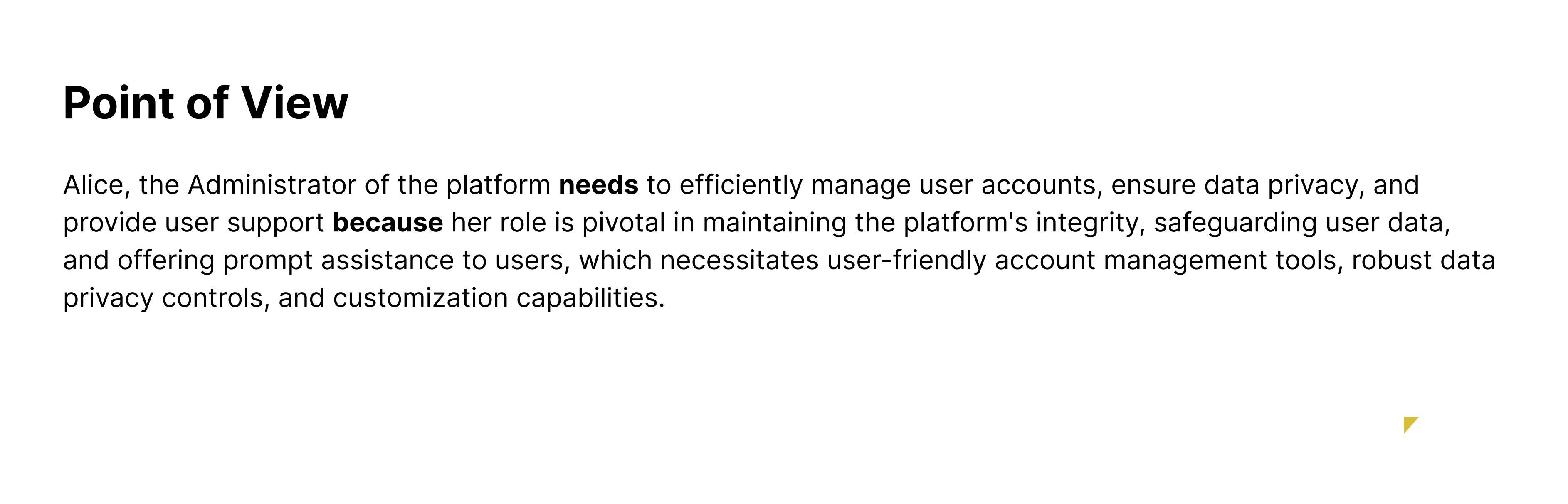
- 1. Lack of User Management Tools:** Administrators often struggle with inadequate user management tools, hindering their ability to efficiently handle invitations, account deactivations, and other essential tasks.
- 2. Complex Account Handling:** Managing a multitude of user accounts, including associations, candidates, and companies, can become overwhelming, leading to potential errors or omissions.
- 3. Data Privacy Concerns:** Ensuring data privacy and compliance can be challenging, especially when handling account anonymization and deletion.
- 4. Customization Challenges:** Balancing user customization needs while maintaining data consistency can be a delicate task. Administrators need effective mechanisms to handle centrally managed content like customizable lists.
- 5. Account Cleanup Dilemma:** When deleting an association with associated candidates or companies, administrators face the dilemma of deciding what to do with those associated accounts, adding complexity to the account management process.
- 6. User Support Demands:** The responsibility of providing user support, including addressing account-related issues and facilitating password resets, can be time-consuming and resource-intensive.
- 7. Monitoring and Oversight:** Administrators require robust monitoring and oversight tools to track user activities and ensure platform integrity.
- 8. Efficiency and Productivity:** Cumbersome administrative processes can impede efficiency and productivity, slowing down essential tasks.
- 9. User Training Needs:** With evolving platform features, administrators may need ongoing training to effectively manage accounts and content.
- 10. Balancing Control:** Striking a balance between granting user customization rights and maintaining data consistency can be challenging, potentially leading to data quality issues.
- 11. Account Alert Management:** Handling alerts related to the deletion of associations with associated candidates or companies requires careful consideration and decision-making.
- 12. Data Integrity:** Maintaining data integrity, especially when customizing centrally managed content like skills lists, can be a major concern.



**Seeing the details in sharp relief will give you the chance to translate your empathy into a design that better accommodates your users' needs and removes (or alleviates) as many pain points as possible.**

## Customer Journey Map

**A customer journey map is a research-based tool. It examines the story of how a customer relates to the business, brand or product over time. As you might expect — no two customer journeys are identical. However, they can be generalized to give an insight into the "typical journey" for a customer as well as providing insight into current interactions and the potential for future interactions with customers.**



### Empathy mapping

This empathy map provides a deeper understanding of the candidate persona's thoughts, emotions, and behaviors, helping us design a platform that caters to their needs and enhances their experience.

When we create an empathy map, we'll gain a deeper understanding of our users' needs, and therefore the people we want to design for. An empathy map will help us uncover the secrets hidden with our user research and help us define a problem statement which is centered around our users' needs. This will have a chain reaction on our entire design process, and lead us to create a product or service which solves user problems and is therefore widely adopted when put to market.

**An empathy map is a visualization tool which helps us sum up what we learned from design research to help us better understand our users**

**"How Might We" (HMW) questions are short questions which come from our Point Of View (POV) statement. They help to open up the design challenge and inspire brainstorms and other ideation sessions to generate a wide range of solutions.**

1. How might we streamline the user account management process to make it more efficient for Alice?
2. How might we enhance data privacy controls for administrators, ensuring compliance with regulations?
3. How might we empower Alice with the ability to customize and manage platform content seamlessly?
4. How might we improve the user support features to assist Alice in resolving user issues more effectively?
5. How might we simplify the process of account deactivation and anonymization for administrators?
6. How might we create a user-friendly dashboard that provides Alice with comprehensive insights into user activities?
7. How might we optimize content customization tools to ensure data integrity and consistency across the platform?
8. How might we enable Alice to efficiently handle user invitations and account creations?
9. How might we facilitate smooth communication between administrators and users, especially for password resets and unblocking accounts?
10. How might we assist Alice in managing associations, candidates, and companies when deletions are necessary?

## Point of View

Alice, the Administrator of the platform **needs** to efficiently manage user accounts, ensure data privacy, and provide user support **because** her role is pivotal in maintaining the platform's integrity, safeguarding user data, and offering prompt assistance to users, which necessitates user-friendly account management tools, robust data privacy controls, and customization capabilities.

## How Might We?

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