

# Proto-Persona



**Rome**

*Content Creator/Admin*

## BEHAVIOR & ACTION FACTORS

Busy most mornings working with others	Plans out their workday	Creating video content	Creating text content
Works on contribution work in the afternoon	Uses MS Teams for most communication (audio, video, text) and email	Creating photo content	Creating audio content
		Saving draft content	Organizes and labels content and put in the menu system
			Promotes Content

## DEMOGRAPHIC & PSYCHOLOGICAL FACTORS

Educated and experienced in the content topics they create	Traditional work hours to generate content	Content based on their investigation and approved perspectives	Others requesting they create content
Uses content technology (writing, browsers) regularly for their job		Compelled to create content in addition to formal job duties	Content representing the interest of others (as well as their interest)
		Delivering work in a timely manner	
		Content work reviewed and approved by others (more or less priority) not needing an automated approval process	

## NEEDS & PAIN POINTS

Create, Read, Update & Delete (C.R.U.D.) text documents for themselves or others	C.R.U.D. Navigation	C.R.U.D. Content in-site Promotion	C.R.U.D. Content external Promotion
C.R.U.D. images	C.R.U.D. Videos	Submit Content for publishing	Preview content CRUD in site before committing
Present content consistently (templates)	share assets to be attached to content (PDF position papers)	Approve Content for publishing	Ensure images are sized and compressed
Archive older content	Avoid archiving shared content if it is used elsewhere. (relocate pages to archive but do not break linked audio visual assets)	Identify content that is not referenced anywhere, so it can be removed	Identify content outcomes
identify broken links	post/update content should not be administratively burdensome or		

# Journey

for

Behavior  
Action

Needs  
Pains

Rome

Content Creator/Admin

Touchpoints

Demographic  
Psychological

Mood

Mood Scale

## 1: Drafting Content

## 2: Submitting for Approval

## 3: Approving Content

## 4: Publishing Content



# Journey

for

Behavior  
Action

Needs  
Pains

Rome

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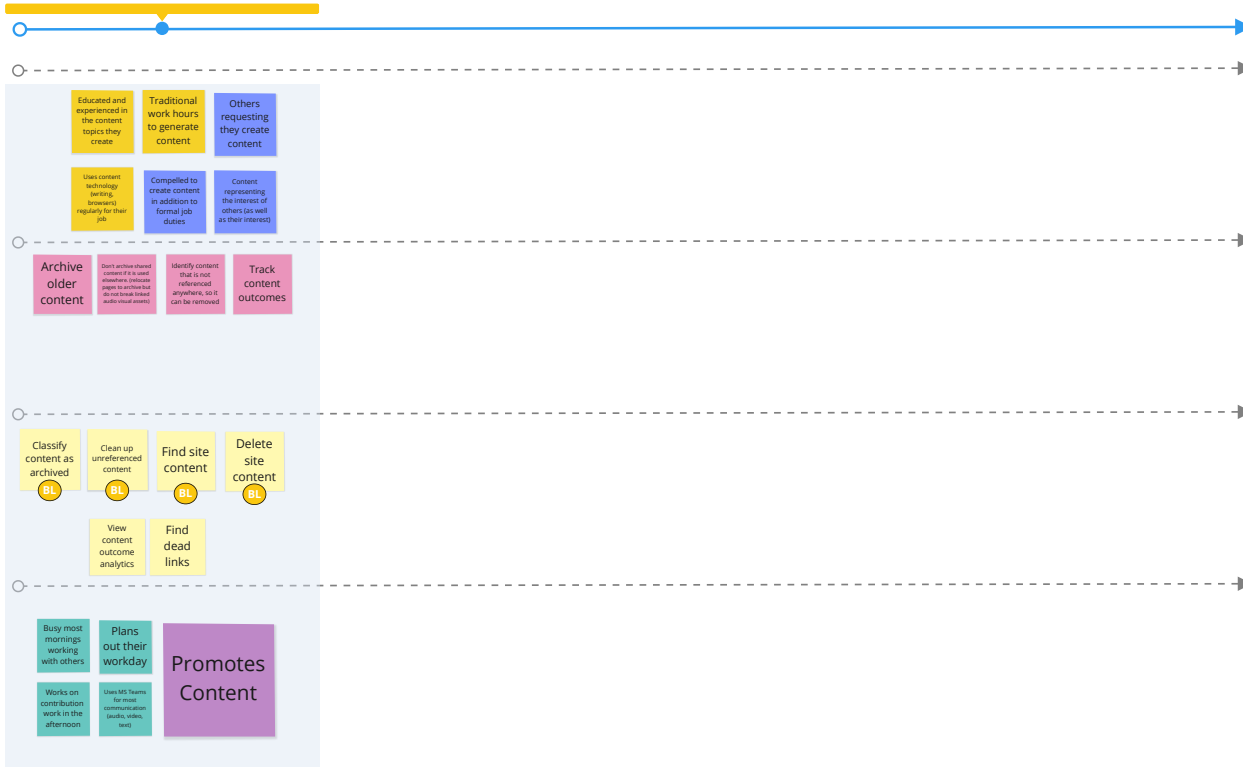
Touchpoints

Demographic  
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Mood

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## 5: Managing Content



4

2

-2

-4

# Journey

for

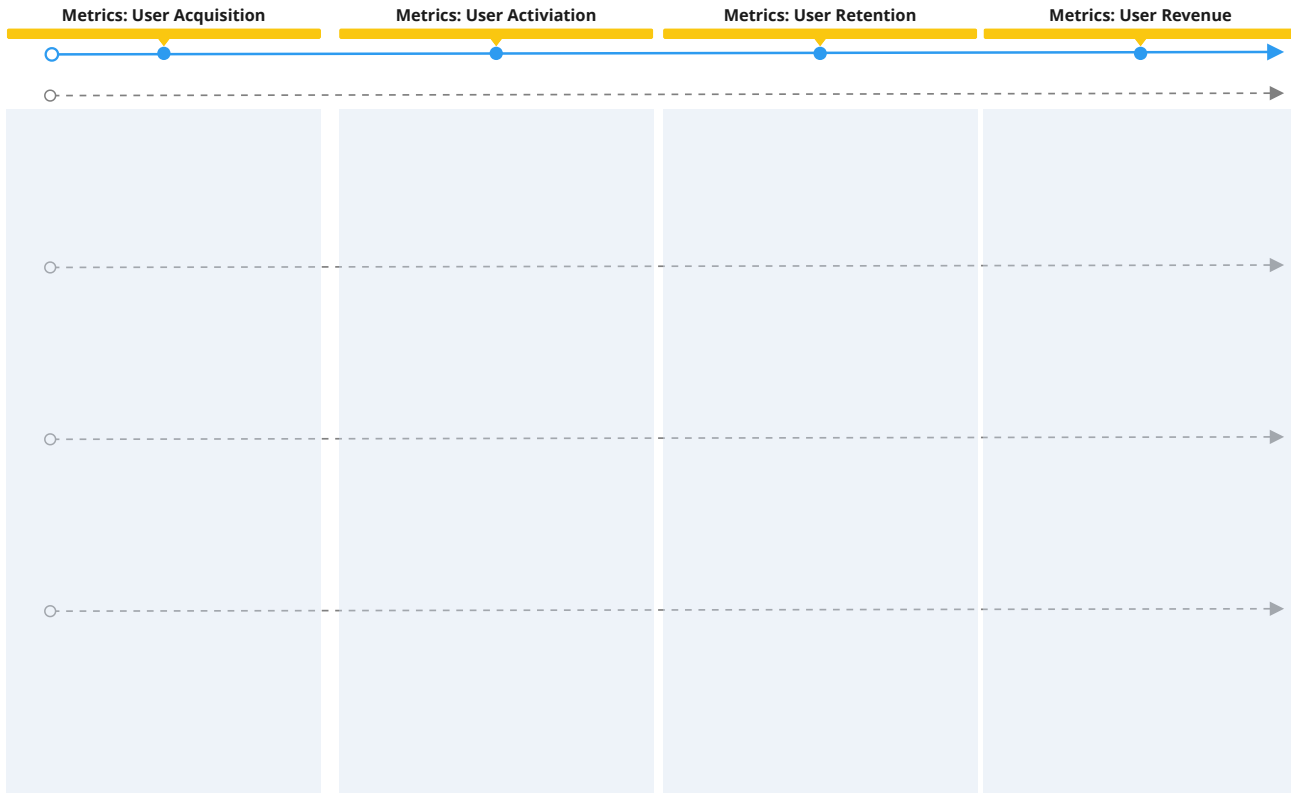
Behavior  
Action

Needs  
Pains

Demographic  
Psychological

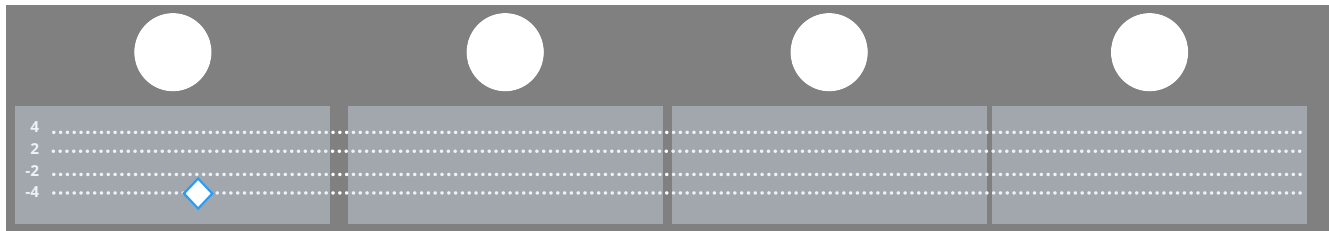
Rome

Content Creator/Admin



Mood

Mood Scale



# Journey

for

Behavior  
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Metrics: User Referral



Mood



Mood Scale

4  
2  
-2  
-4

