Business Executive

Name	Bill Boss	Goals
		• I want the ability to access the value of usage as input to predicting new records or record types. • I want the ability to show innovation by learning from existing records (e.g., types, content, usage). • I want the ability to prompt to create new Knowledge Articles.
		Usage Patterns
		• Will review the Knowledge Management Tool (KMT) usage patterns once a week
Age	55	**Pain Points**
Position	CEO of the Division	• I don't have organization knowledge at a centralized location.
Salary	$180,000-$200,000	**Description**
Background Traits	Masters in Management	Experienced professional, has worked with the government organization for many years, wants a KMT in the organization

Reader

Name	Rita Williams	**Goals**	

Goals

- I want to get information about the organization processes and workflows.

Usage Patterns

- Needs information about the organization several times a week

Pain Points

- There is no centralized repository of organizational knowledge.
- Present state: Organization knowledge is fragmented across multiple sources and systems and some are not accessible to me.

Age	28
Position	Financial Analyst
Salary	$45,000-$55,000
Background Traits	Uses Social Media to interact

Description

Recently joined an organization and needs organization knowledge with a preference to find it in one central repository, also would like to share organizational knowledge with others, social media savvy

Author

Name	Ann Jacobs	Goals
		- I want to easily create knowledge articles (KAs). - I want to create original records such as specific work instructions or content. - I want to create packages of content such as documents, user-configurable forms, tables, or workflows. - I want the ability to provide multiple levels and formats of information in KAs (e.g., bullet points for senior technical levels, scripted specific details for junior/non-technical staff). - I want the ability to update and improve KAs. - I want to categorize KAs. **Usage Patterns** - Submits 4-5 knowledge articles per day
Age	50	**Pain Points**
Position	Assistant Manager	• I don't have an easy way to share organizational knowledge.
Salary	$60,000-$70,000	**Description**
Background Traits	Business Management	Experienced professional, has worked with the organization for several years, trains new hires, knowledge for new hires

System Admin

Name	Simon Sined	Goals

Goals

- I want to configure role-based security access to allow control of access and level of information by login.
- I want to create user-defined rules for KA creation (e.g., mandatory fields).
- I want the ability to manage users (add, remove users; assign permissions).
- I want to configure KA lifecycle management (e.g., who, how, when revised, and updated).

Usage Patterns

- Completes Service Request in less than 24 hours
- Logs in once a week to add and remove users

Age	25	**Pain Points**
		- I don't have any KA lifecycle, so I can't report on it to management.
Position	Help Desk Engineer	
Salary	$40,000-$50,000	**Description**
Background Traits	Recent Graduate	New hire, loves to solve computer and access related issues

Content Manager

Name	Connie Smith	Goals

Goals

- I want to manage (review, approve, and reject) organizational knowledge from employees and programs
- I want to archive obsolete organizational knowledge
- I want to promote KAs across systems and channels (e.g. Facebook, Twitter, etc.)
- I want to receive automated notifications to approve KAs and receive reminders for lifecycle activities

Usage Patterns

- Daily during business hours
- Approves 4-5 knowledge articles per day

Age	39

Pain Points

- There is no centralize system for knowledge management.
- There is no lifecycle process for organizational knowledge.

Position	Content Manager
Salary	$80,000-$90,000

Description

Experienced professional, has worked with the organization for several years, manages organization knowledge into shared folders

Background Traits	Marketing, English Major, People Person, Internet Savvy, Social Media Savvy