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
		• 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	**Description**
Position	Financial Analyst	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
Salary	$45,000-$55,000	
Background Traits	Uses Social Media to interact	

Author

Name	Ann Jacobs	Goals

		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 • Approves 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**

Pain Points

- I don't have any KA lifecycle, so I can't report on it to management.

Position	Help Desk Engineer

Description

Salary	$40,000-$50,000

New hire, loves to solve computer and access related issues

Background Traits	Recent Graduate

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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

Age	39	**Pain Points**
Position	Content Manager	• There is no centralize system for knowledge management. • There is no lifecycle process for organizational knowledge.
Salary	$80,000-$90,000	**Description**
Background Traits	Marketing, English Major, People Person, Internet Savvy, Social Media Savvy	Experienced professional, has worked with the organization for several years, manages organization knowledge into shared folders