

# Interview script for Admin persona

## Template

## Learning Goals

Throughout the conversation, we will be listening out for (and probing when appropriate) to learn:

1. What are a CMS Admin's basic needs?
2. Where might they run into issues when using a CMS?
3. How can the CMS design help data governance?

## Open-ended Discovery Interview Script

*Thanks, general icebreaker discussion, then remind that today the focus is the interviewee's experience in CMS development and specifically how the Administration user's needs informed their approach.*

- When thinking of the role, how would you describe a "minimum viable CMS content manager" (capabilities, mindset, etc)?
- What are some of the key customer needs you consider when building for those who will manage CMS content?
- How would you describe the most common customer pains you try to address when building CMS?
- What would you describe as "quick wins" when building the first rev of a CMS?
- What sort of information do you look for when considering what fields and functionality should exist in a CMS?
- How do you find CMS architecture related to data governance and reporting goals?
- What did I not consider?

*Thanks again...ask if interested in further discussions/testing product in the future.*