* **Mr Smith** is a junior government official whose job entails reviewing documents to identify sensitive information that should not be available to the public. He believes he would be able to perform his job more efficiently if he was provided with a tool that could automatically identify names, phone numbers and addresses in the documents he was reviewing. He has basic computer skills and is looking for a web-based tool that doesn’t require excessive training to understand.
* **Mrs Johnson** is a senior government official in charge of coordinating a team of document sensitivity reviewers. She is under pressure from her senior supervisors to reduce staff budget spending on his department, however her team of staff is struggling to keep up with the current workload of document reviews. She recognises that current staff must complete document reviews quicker to keep up with the workload. She believes her staff would complete document reviews more efficiently if they had additional tools available to them to help visualise which documents contain repeated names, numbers and addresses.
* **Mr O’Shea** is a member of parliament who is currently under investigation for numerous disciplinary issues. He accepts the consequences of his actions however he is concerned that the government issued documents related to his offences will contain sensitive, personal information that is not currently available to the public. He is worried that the reviewers assigned documents relating to him may not correctly identify them as sensitive. He believes they should be assisted by an application that can automatically recognise personal information, rather than having each document manually reviewed.