

### Richard's motivations

- Ensures colleagues who do not have access to electronic devices have the information needed to complete their daily tasks
- Ensures departments work records are recorded somewhere
- Ensure archival records are accessible to those who need them

### Richard's Goals

- Continue using analog data whenever possible
- Avoid using computers to complete my work
- Easily locate data
- Maintain data in the manner which he is most comfortable
- Have a dedicated person who adds analog data into a data management system

## Persona Model

Richard Q. RecordKeeper



### Richard's viewpoints:

"I rely heavily on analog archival maps and charts to do my work"

"I do not work at a desk; I rely on printed, paper work orders to complete my assigned tasks"

"We are not experts in records management, and we have no records management plan, no digitization, and no open data policy."

"It would be great to have all this data available at the touch of a button, but I just don't have time to add the information into a data management system"

### Ineffective Methods of Data Management

- Inconsistent data storage methods within individual departments as well as organizationally (local drives, cloud storage, paper)
- Richard's paper files make data inventorying labor intensive
- No dedicated data management team or person
- No organizational data management policy

### Challenges for Richard

- Keeping up with changes in data management
- Archiving important information in digital format yet retaining originals
- Learning about the Open Data Ordinance
- Time constraints that prevent him from completing his work as well as learning new data storage systems