

# Gary Allan Procter



*“Tell me what I need to know fast. I have to be in a meeting in 5 and I need some figures – STAT!”*

Global Advertising Production executives are responsible for the entire advertising procurement and expenditure budget of the Unilever brand. They will primarily use Admanager as a reporting tool and use it as a way of getting a quick overview of production and financial activity within the group. Will rarely use the system for data entry.

**Name** Gary Allan Procter  
**Type** Senior Management  
**Role** Priority User

## Motivations

- Responsible for entire system
- Responsible for other users
- Not required for data entry, poss unfamiliar with data entry process.

## Goals

- Wants at a glance and detailed financial and personnel reports
- Needs to perform high level admin functions like adding user accounts
- May be required to perform data entry in high volume periods.

## Pain points

- Speed of system is too slow
- Only really interested in reporting/dash functionality
- Unfamiliar with repetitive tasks and codification if called upon to do data entry

## Behavioural Priorities

Speed



Data entry



Navigation and overall UX



Reporting



Job Allocation



Admin



# Rosy Alice Peterson



*“I need to know how much work Chris has on his plate right now, so I can allocate her colleagues more or less work”*

Regional Advertising Production executives are responsible for the day to day running of AdManager and it's users. They are chiefly responsible for allocating jobs to LAPs as well as doing an amount of data entry themselves. They need to be familiar with every aspect of the system as they provide training for LAPs.

**Name** Rosy Alice Peterson  
**Type** Management  
**Role** Super User

## Motivations

- Responsible for workload of CAPs
- Responsible for training new CAPs
- Required for data entry

## Goals

- Needs to be aware of workload of CAPs
- Needs to perform mid level admin functions like adding fields to forms
- May be asked to gather reports for GAPs

## Pain points

- Speed of system is too slow
- De facto point of contact for technical/system support
- Has to perform and be familiar with all functions of Admanager

## Behavioural Priorities

Speed



Data entry



Navigation and overall UX



Reporting



Job Allocation



Admin



# Christine Astrid Pinter



*“OK, I have twelve jobs to finish by lunch, I better get a move on, maybe I can share some with Colin, he doesn’t seem to have much on his plate”*

Communal Advertising Production executives are responsible entering the relevant data into the Admanager system based upon the production activity types specified in the Opening Job Sheet. The task is repetitive and data needs to be saved on the fly. The interface needs to be vibrant and responsive.

**Name** Christine Astrid Pinter  
**Type** Employee  
**Role** Data Entry User

## Motivations

- Responsible for entering production activity type data into system
- Engaged in mostly repetitive tasks
- Little interest in the reporting tool
- Uses dashboard to see how many jobs they have and how much money they have saved the company – dash acts as motivator.

## Goals

- To get overview of all jobs they have been allocated to manage time effectively
- May want to share job with colleague if workload gets too much
- Be able to complete a job in shortest amount of time

## Pain points

- Speed of system is too slow
- Repetitive nature/volume of work can be overwhelming
- System may appear daunting at first

## Behavioural Priorities

Speed



Data entry



Navigation and overall UX



Reporting



Job Allocation



Admin

