

Multimedia Centre | End User Personas

SELF-SERVICE

TECHNICALLY TRAINED

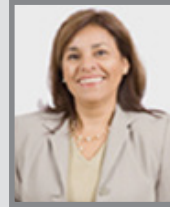
Owner / Exec



Alan Ackerman
Mid-sized division with boutique branded products.

In addition to the webcast for the annual sales meeting, he has clips from the sales leader retreat. Wants guided portal.

IRO/Dept (HR)



Nancy Naylor
Wants to support her marketing campaign

She has packet of 4 events and is thinking of the content she wants to put in different outlets.

In House A-V



Drew Dyson
Easier interface means better quality

Similar in skills and technical capabilities as our TR Ops

TR Operations



Pam Palmer
Easier interface means more time with client

Can fly through the tool with key stroke shortcuts

Key Characteristics

- Role: Enterprise, Resellers, VP Marketing, Agency Acct Manager, Owner/Buyer.
- Disperses inventory to depts.
- Heavy Use Organization
- Live, quota, or both

Key Characteristics

- Role: Corporate Comm, HR, IRO, Marketing Manager, Product Manager.
- Light use; 4-6 webcasts/yr
- Compliance focused

Key Characteristics

- Role: Technically implements.
- Uses many other similar tools

Key Characteristics

- Role Technically implements

Questions

- Is there enough to go around?
- Is branding going to approve?
- Can my admin set it up?

Questions

- How quickly can they deliver?
- Did the campaign get leads?

Questions

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Questions

- How quickly can they deliver?

Influencers

- ROI to justify spend

Influencers

- Interface Simplicity

Influencers

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Influencers

- Efficiency helps make goals

Frustrations & Pain Points

- Vendors that don't show up
- Service centers not being open

Frustrations & Pain Points

- Vendors that don't show up
- Service centers not being open

Frustrations & Pain Points

- Changes to interface didn't know were coming

Frustrations & Pain Points

- Workarounds

PROJECT LAUNCH: 12/2012

TEAM MEMBERS: Aashish Saxena, Product Manager · Amit Jain, Product Manager

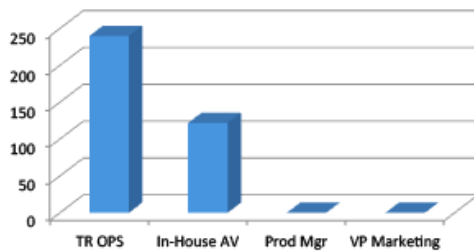
Michael Krax, Development Manager · Patrick Noble, UX Designer · Jeremy Breslau, UX Developer

Multimedia Centre | Persona Analytics

Persona Detail

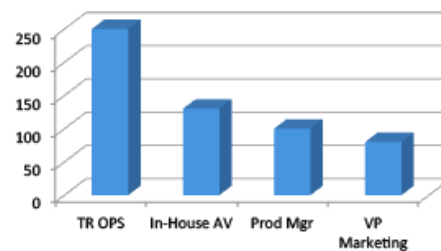
Projected Persona Shift

1 2012 End Users



2012 End Users

2 Projected 2015 End Users



2015 End Users

Description

Projected new self service will grow the business by ...add Product Manager and Marketing VP persona users

Ranking

- 1 TR OPS >60%
- 2 In-House AV >35%
- 3 Product Manager <10%
- 4 VP Marketing <10%,

Business Summary

To offset cutbacks in the down economy a self service capability will bring in new clients and maintain clients that will keep some of the services.

Today's marketers (product managers & Marketing execs. are looking for innovative, cost-effective ways to increase demand generation among existing and prospective customers.

As traditional tactics are replaced with more engaging and measurable solutions, the use of multimedia to enhance brand communications— from interactive online video experiences to thought leadership webinar programs—is on the rise.

Description of the Business Problem this project is taking on.

85%
of large
companies publish
100 webcasts
a year.

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