



Susan, art director at Martha Stewart

Susan is responsible for the Features section *Martha Stewart Living* magazine. Problem: With multiple projects, tight deadlines and a graphics department to manage, she has to juggle a lot of assets simultaneously. Activity: She needs to find assets and collections quickly, and route them based on different projects and workgroups. Context: Susan spends part time in her office using her G4Mac and the rest working with other designers at their workstations. Benefit: As an infrequent user, she wants an easy to use tool that provides convenience and improved tracking of assets.

Part of current user group described as:

- *consumers*
- *large group*
- *infrequent use*
- *restricted access privileges*
- *low-level user*

Characteristics

- *Not very tech savvy*
- *Low tolerance for problems*
- *Will not adopt system they find difficult*
- *Require good help and instructional content or intuitive, no instruction required*

Key tasks:

- find assets
- select assets (clipboard)
- route assets
- manage private collections, workflow, and workgroups

Scenarios:

- " find, gather and route a collection of assets out for approval"
- " make a collection of assets that I will need to use later"
- " need to find and reuse an image from last September's issue"