

## User profiles

User categories were created that defined participants' roles in the project; they were also assigned system privileges according to those roles. These categories became:

1. **Super User:** Internal jargon for Administrators. There are only 2 to 3 users with this role:

- 1.0. The Director of Creative Solutions;
- 2.0. The Director of National Marketing;  
The Creative Solutions Project Manager, a stand-in for the CS Director. This position was staffed but not functional during the planning phase.

*Super Users spend many hours per week using the system, and many features as planned are idiosyncratic to their working styles. They will use the system daily, developing and maintaining a high level of proficiency. All have been in their positions for many years and do not expect to be moving on soon, so they place a low value upon designing the Super User environment to be learned easily by a novice.*

2. **Project Manager:** Internal to Bayer, this individual is part of the client team and serves as the primary contact with Project owners and stakeholders.

*Project Managers have most of the privileges of Super Users, and they will operate in a very similar environment, but they may not have as much practice in its use. Infrequent users from this group will require performance support in the form of help files, documentation, tutorials, demos, or training my Super Users or other Project Managers.*

3. **Design Partner:** Both internal and external to Bayer

- 1.0. Graphic Designers: usually members of Creative Solutions staff designer, but sometimes a contractor or freelancer.  
Advertising Agency primary contact: external to Bayer, working directly for Marketing on distinct projects with minimal Creative Solutions involvement.

*Design Partners, like Project Managers, will have varying degrees of practice with the system. Because they are also the most fluid group, the features they use will receive the most effort toward being made intuitive and easy to learn. But they too will require a variety of performance support features. In addition, this is the only group that will regularly access BayerTracker from Apple computers using Safari, so they are the group driving that feature in the technical specification.*

4. **Vendor:** External to Bayer.

- 1.0. Representatives of printing companies doing 4-color offset or wide-format printing for banners or signs.  
Representatives of production companies doing event staging for symposiums or sales conferences.

*Vendors will have limited use of the system; they also tend to have long prior relationships with Bayer.*

5. **Reviewer:** Internal to Bayer. Reviewers are involved in the Routing process; they certify the finished project as meeting requirements relating to:

- 1.0. Legal affairs
- 2.0. Corporate marketing
- 3.0. Regulatory affairs
- 4.0. Internationalization
- Etc.

*Reviewers will interact with only a small part of the system, but it is also one of the most complex in terms of task design. In addition, any given Reviewer may use the system only once or twice per year, and they will likely see their involvement in the process as an annoyance rather than as a central function of their jobs. Considerable effort will be made to provide them with an interface and a workflow that is easy to learn, understand, and use. Their performance support will include a Flash-based demonstration of how to use the system.*