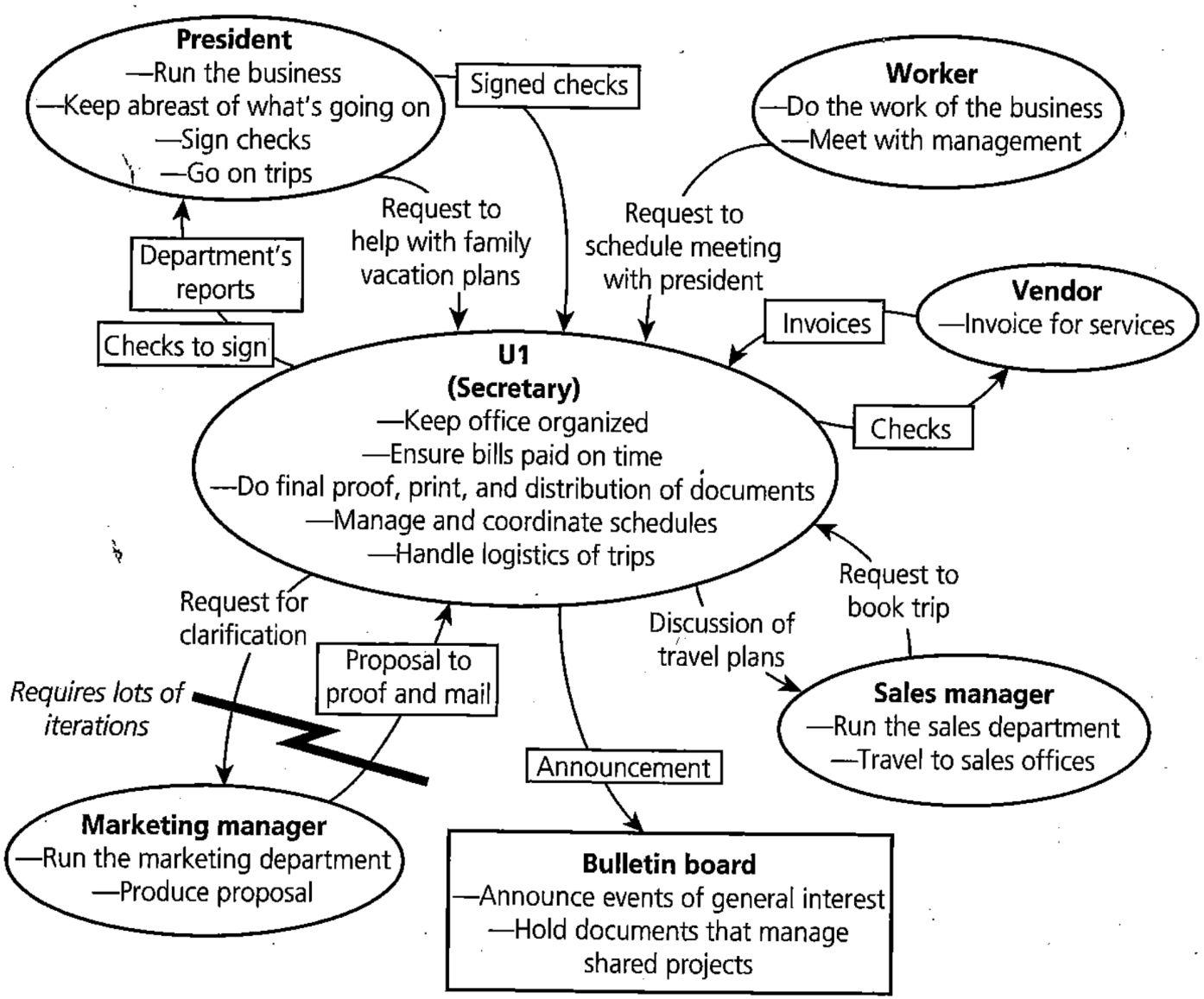
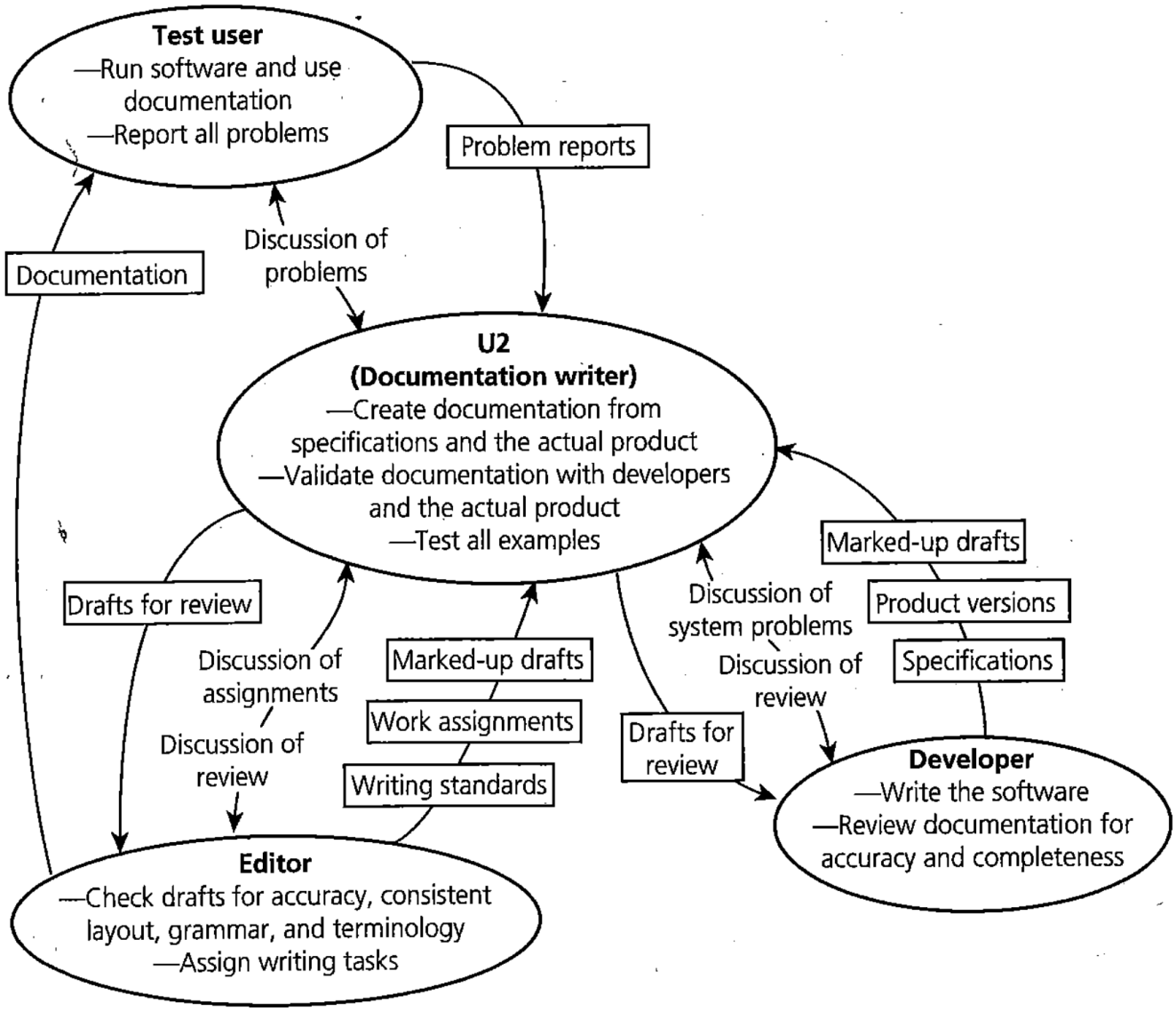

President
—Run the business
—Keep abreast of what's going on
—Sign checks
—Go on trips
Signed checks
Worker
—Do the work of the business
—Meet with management
Request to help with family vacation plans
Request to schedule meeting with president
Department's reports
Checks to sign
Invoices
Vendor
—Invoice for services
U1
(Secretary)
—Keep office organized
—Ensure bills paid on time
—Do final proof, print, and distribution of documents
—Manage and coordinate schedules
—Handle logistics of trips
Checks
Request to book trip
Request for clarification
Discussion of travel plans
Proposal to proof and mail
Requires lots of iterations
Sales manager
—Run the sales department
—Travel to sales offices
Announcement
Marketing manager
—Run the marketing department
—Produce proposal
Bulletin board
—Announce events of general interest
—Hold documents that manage shared projects


Test user
—Run software and use documentation
—Report all problems
Problem reports
Documentation
Discussion of problems
U2
(Documentation writer)
—Create documentation from specifications and the actual product
—Validate documentation with developers and the actual product
—Test all examples
Marked-up drafts
Product versions
Specifications
Drafts for review
Discussion of assignments
Discussion of review
Marked-up drafts
Work assignments
Writing standards
Discussion of system problems
Discussion of review
Drafts for review
Developer
—Write the software
—Review documentation for accuracy and completeness
Editor
—Check drafts for accuracy, consistent layout, grammar, and terminology
—Assign writing tasks

Intent: Plug in

Trigger: Return to the office

↓

Scan message list for important message—
Use sender, subject

↓

Intent: Handle emergencies

Choose urgent message

↓

Read message about unhappy user

↓

Decide more info needed

↓

Make phone call

↓

Had to put off issue of unhappy user

↓

Leave phone message

↓

Intent: Get back to people easily

File in phone folder

↓

See list of messages

↓

Choose message 9: subject indicates
university news relevant to department

↓

Read message

↓

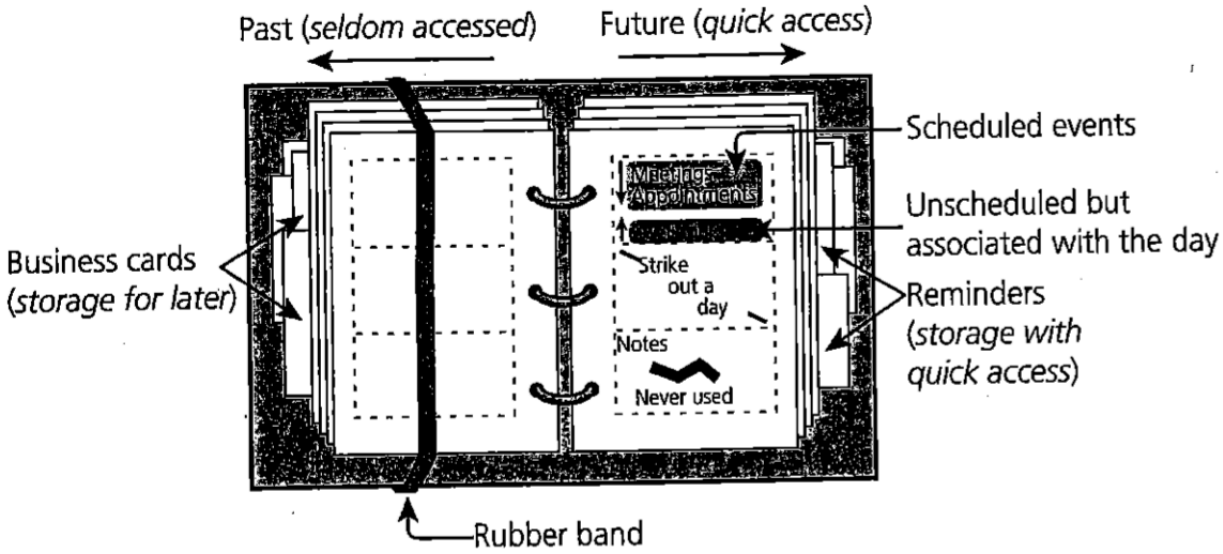
Delete message

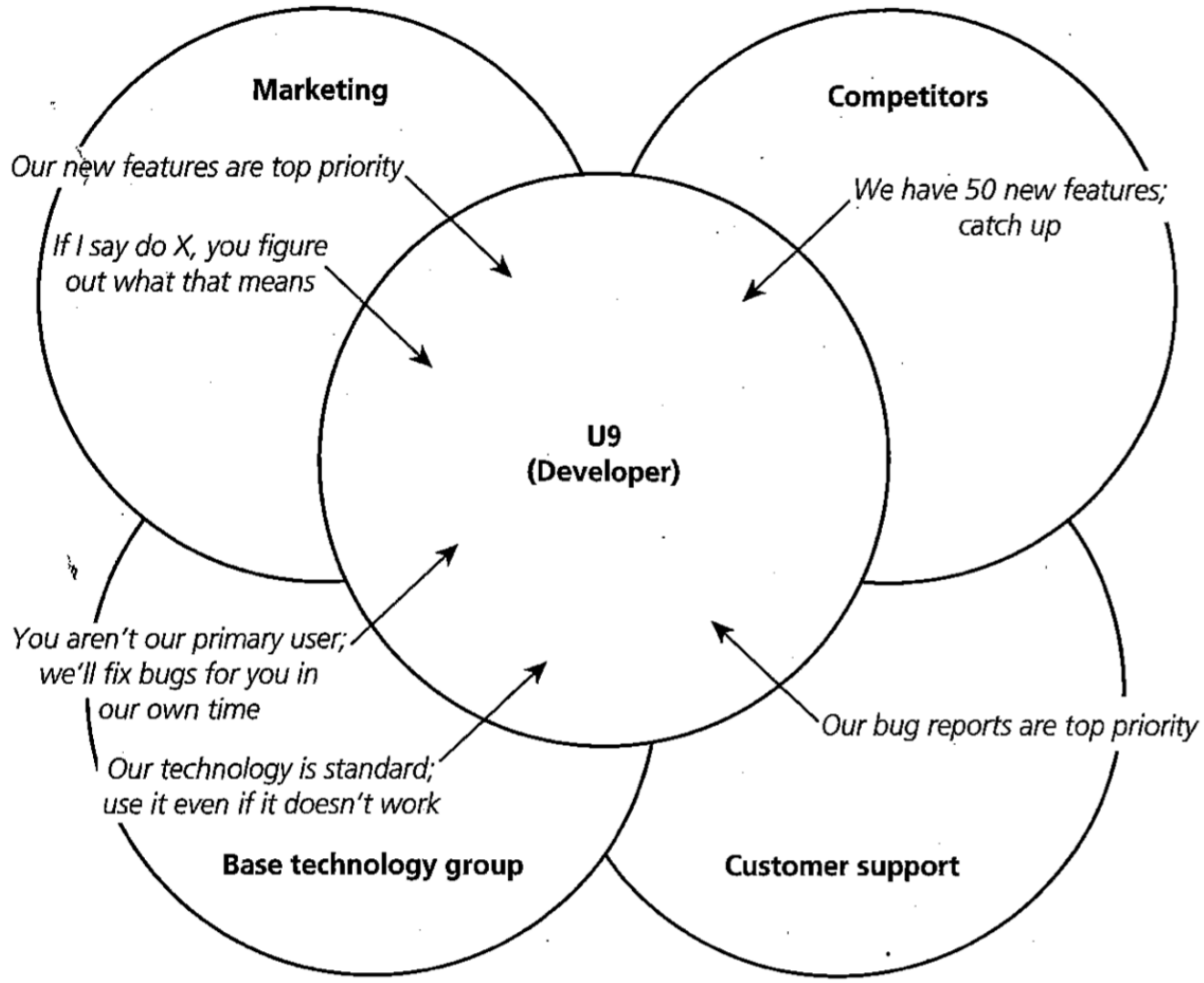
↓

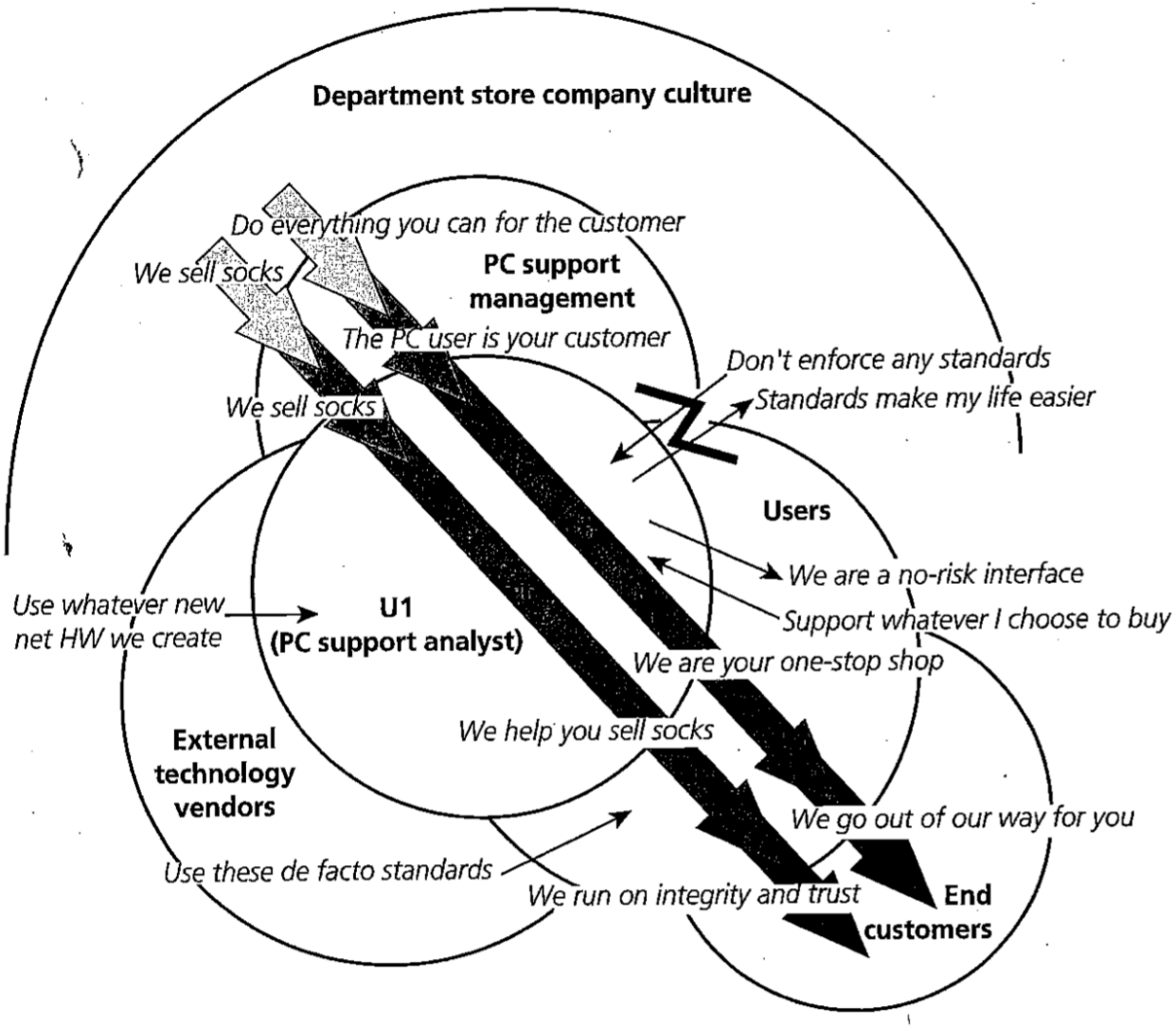
See message 10 automatically

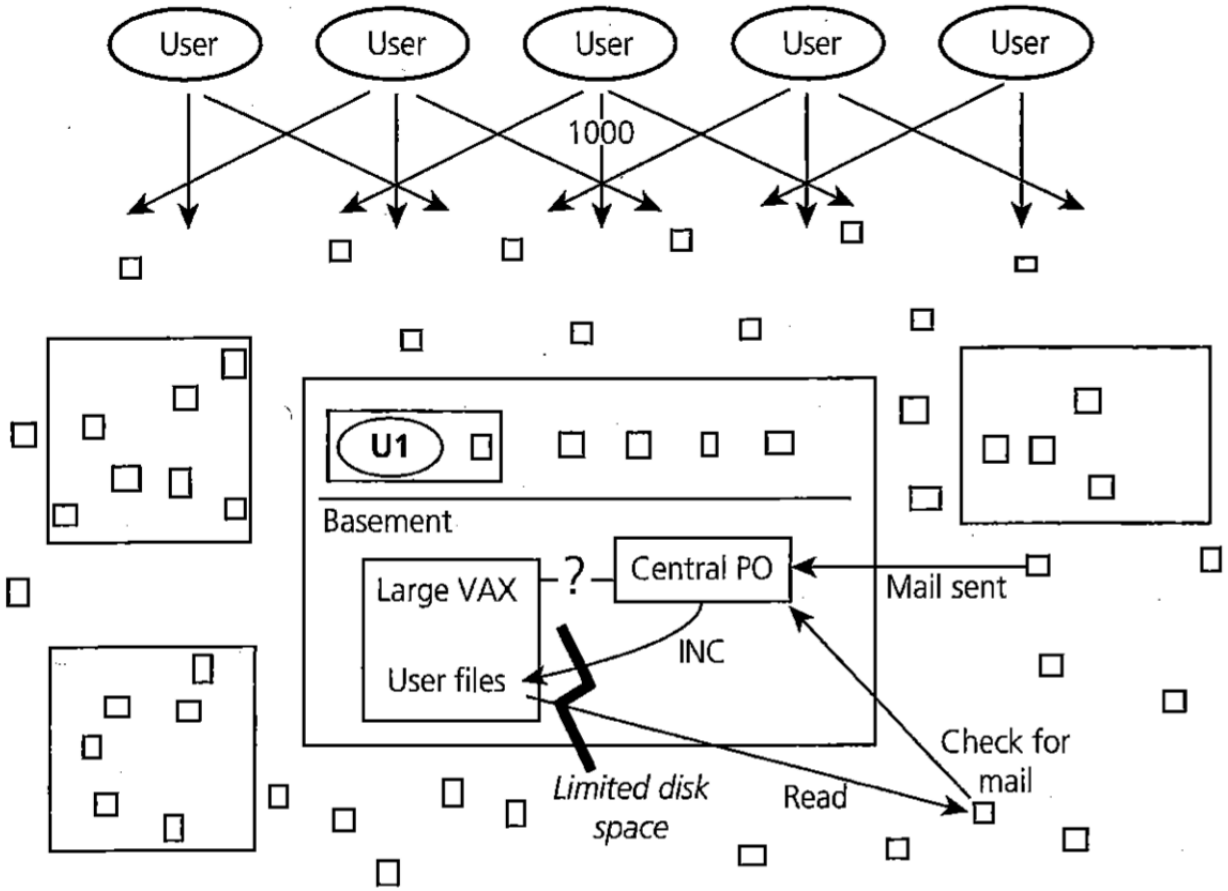
↓

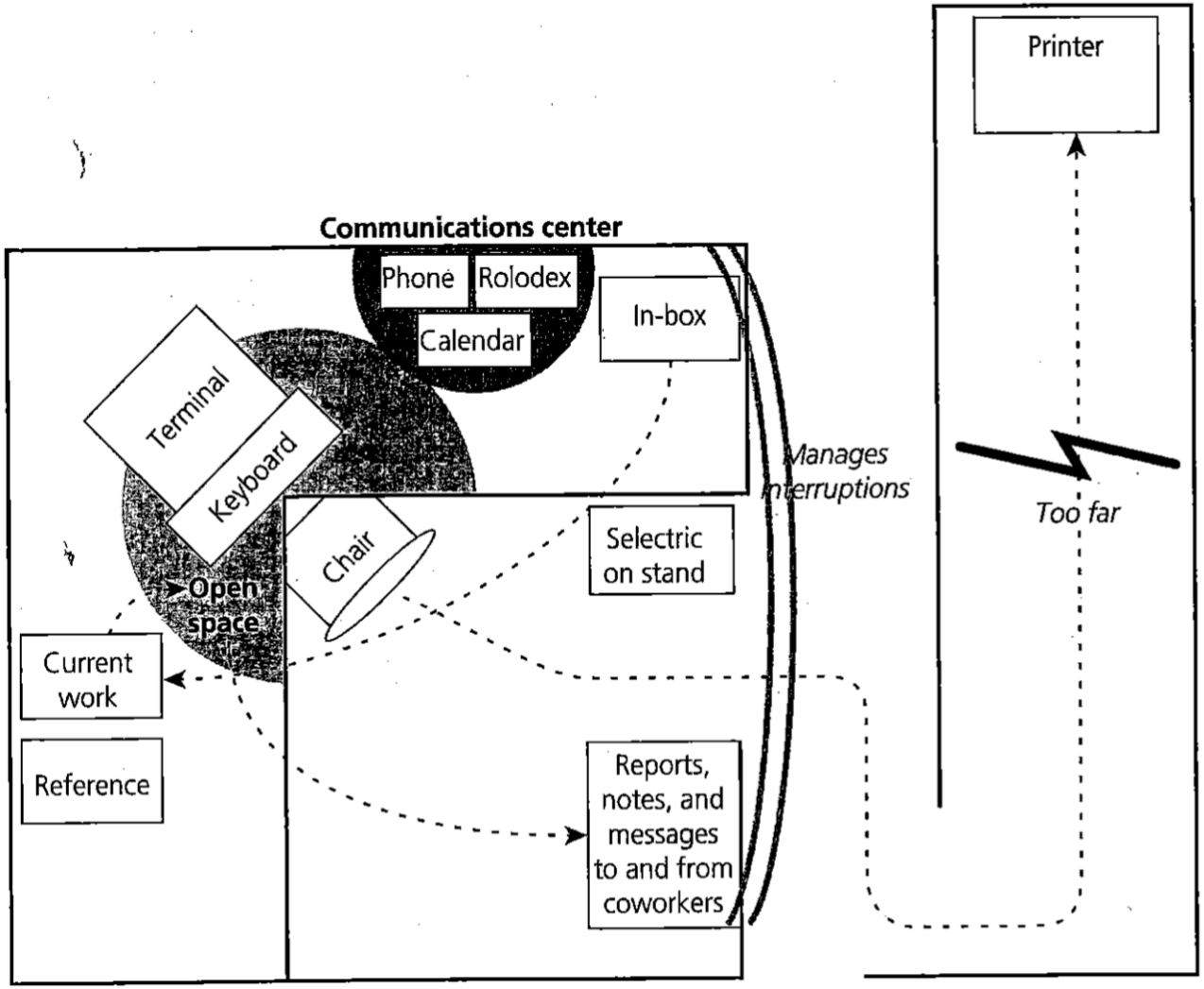
Read message 10


Past (*seldom accessed*)
Future (*quick access*)
Scheduled events
Unscheduled but associated with the day
Business cards (*storage for later*)
Reminders (*storage with quick access*)
Meetings Appointments
Strike out a day
Notes
Never used
Rubber band


Marketing
Competitors
Our new features are top priority
If I say do X, you figure out what that means
We have 50 new features; catch up
U9 (Developer)
You aren't our primary user; we'll fix bugs for you in our own time
Our technology is standard; use it even if it doesn't work
Our bug reports are top priority
Base technology group
Customer support


Department store company culture
Do everything you can for the customer
We sell socks
PC support management
The PC user is your customer
We sell socks
Don't enforce any standards
Standards make my life easier
Users
We are a no-risk interface
Support whatever I choose to buy
Use whatever new net HW we create
U1 (PC support analyst)
We are your one-stop shop
We help you sell socks
External technology vendors
We go out of our way for you
Use these de facto standards
We run on integrity and trust
End customers


User
User
User
User
User
1000
U1
Basement
Large VAX
User files
?
Central PO
Mail sent
INC
Limited disk space
Read
Check for mail


Communications center
Phone
Rolodex
Calendar
In-box
Terminal
Keyboard
Chair
Open space
Selectric on stand
Current work
Reference
Reports, notes, and messages to and from coworkers
Manages interruptions
Printer
Too far