|  |
| --- |
| Odin |
| Service Design Document - Instructions |
|  |

|  |
| --- |
|  |

Contents

[Document Changelog 3](#_Toc391242891)

[Introduction 4](#_Toc391242892)

[Instructions and Examples 5](#_Toc391242893)

[Document Changelog 5](#_Toc391242894)

[Introduction 5](#_Toc391242895)

[Personas 5](#_Toc391242896)

[Scenarios 7](#_Toc391242897)

[Functional Requirements 9](#_Toc391242898)

[Application Lifecycle 9](#_Toc391242899)

[Service Lifecycle 11](#_Toc391242900)

[User Lifecycle 13](#_Toc391242901)

[Domain Lifecycle 14](#_Toc391242902)

[Integrations with other Applications 14](#_Toc391242903)

[Identity Management 15](#_Toc391242904)

[Migrations 16](#_Toc391242905)

[Non-Functional Requirements 17](#_Toc391242906)

[Service Dependencies 17](#_Toc391242907)

[Deployment of Service 17](#_Toc391242908)

[Branding 18](#_Toc391242909)

[Support 18](#_Toc391242910)

[Localization 18](#_Toc391242911)

[Billing & Licensing 19](#_Toc391242912)

[Design 21](#_Toc391242913)

[Resource Model 21](#_Toc391242914)

[UX Mockups 21](#_Toc391242915)

[Appendix 23](#_Toc391242916)

[Personas 23](#_Toc391242917)

[Customer Personas 23](#_Toc391242918)

[Provider Personas 30](#_Toc391242919)

# Introduction

This document provides instructions how to complete the Service Design Document for APS application development.

The APS Service Design Document is an important artifact to create a good APS application for Odin Automation and should be completed and reviewed before starting development. As part of the application certification Odin offers to review this document and provide feedback to ensure a smooth certification later.

To learn more about APS – please go to <http://doc.apsstandard.org/>

To learn more about Odin Automation – please go to <http://www.odin.com/products/premium/>

Every section from the template is covered by descriptions and examples in this document. Please read first through the instructions below, then create the document based on the template.

In short, the recommended order is:

1. Select Personas (from standard OA personas)
2. Define Scenarios
3. Review OA actions & events, validate and document that you have scenarios that cover those or are sure that they are not applicable. If scenarios are missing, go back and add/modify scenarios.
4. Review and document non-functional requirements like deployment, billing, licensing and support.
5. Define, discuss and document your resource model – then paste the diagram into the document.
6. Create UX mockups based on the scenarios. Include the mockups or a link to (online) accessible mockups.

# Instructions and Examples

The following subsections describe every section of the Service Design Document with details on what information should be added and why.

## Document Changelog

Provide a history of changes, so that reviewers can follow. Not every small change must be mentioned, but major changes/revisions of the document before it got shared with reviewers.

## Introduction

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| Introduction | Provide an introduction to your service and the planned APS application. Not every reader may know what the actual service is / does. Level of integration planned. | The service XYZ is a backup service for SMBs to back up their Windows, Linux and Mac desktops as well as servers to the Cloud. The backups are hosted in the vendor’s datacenter. There are datacenters in multiple regions throughout the world, such as Europe, North America, South America, Asia and Australia. The APS application will allow to Service Providers to resell the service on a per desktop/server basis. SMB admins who purchase the service, can assign licenses to users, can view all connected clients and their backup status right from the OA control panel or switch to the full control panel of the service with additional functionality. End-users can download the software clients, view their backup status and can recover individual files from the OA control panel. |

## Personas

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| Personas | To make scenarios more understandable and better designed, do not think about abstract “users”, but about a specific persona.Odin has defined a set of multiple personas such as:* Customer - Samantha (SMB Owner)
* Customer - Andrew (IT Admin)
* End-User - Emily (Employee)
* Jim - Reseller
* Provider Staff - Steven (Product&Marketing Manager)
* Provider Staff - Nik (Operations Manager)

Please read also Appendix for the latest list of personas and their description.Choose which personas apply to your application and list them in this section then use those personas in the scenario descriptions. Identifying first who are the actual users, will help you to not miss scenarios important to them. | The following personas are used:* Customer - Samantha (SMB Owner)
* End-User - Emily (Employee)
* Provider Staff - Steven (Product&Marketing Manager)
* Provider Staff - Nik (Operations Manager)
 |

## Scenarios

Provide here a list of scenarios that the APS application will provide. There is no checklist for this on purpose since different applications/services may have very different scenarios and they should come from business needs, not technical functions of the platform.

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| Provider Staff | List here all scenarios applicable to personas of the Provider. Mostly this would be scenarios executed in the Provider Control Panel, but it could also be scenarios run by the system in background. | Provider wishes to change Global Settings Goal Provider changes the values of Global Settings variables.PreconditionsSteven has successfully deployed the package and created an application instance.Story1. Steven accesses OA Control Panel.2. Navigates to Applications list.3. Selects the TestApplication APS application.4. Steven navigates to an application instance.5. Steven clicks the “Global settings” tab.6. Clicks “Edit” button.7. Edits one or more listed fields. a. API Username b. API Password c. API URL8. Steven clicks the “Save Changes” button. |
| Reseller Staff | List here all scenarios applicable to personas of a Reseller. Often these are similar to the Provider, but may have some limitations. E.g. Resellers usually don’t have access to the hardware. | Reseller wants to place an order on behalf of the customer Goal Reseller places an order for one of their customers. Preconditions • Samantha has heard that TestApplication are available at good price in Reseller’s online store and wishes to have it. Samantha calls Jim and expresses interest in buying TestApplication subscription for her company’s employees. Story 1. Jim finds out from Samantha details like Company name and address, administrator contact details like name and email id, billing and subscription period. 2. Jim goes to BA control panel, clicks on “Create Account and place order”. 3. Enters Customer’s details to create the account.4. Selects the Plan and the correct Subscription period and places an order. 5. After Jim receives the payment for the subscription, creates a document and releases it. 6. Once the subscription is provisioned successfully, Samantha receives an Activation email from the OSA. 7. Samantha logs into the OSA customer portal.  |
| Customer Admin | List here all scenarios applicable to personas of the customer admin (who manages the billing relationship and global configuration and assignment of services). | Customer wants to buy TestApplication subscription. Goal Customer subscribes to TestApplication subscription.Preconditions * Samantha has heard that TestApplicationsubscriptionis available at good price in Provider’s online store and wishes to buy it. She has reviewed the offers in the online store.

Story 1. Samantha signs up and places an order for a plan.
2. Once provisioning is complete, Samantha receives the welcome email from OSA with the credentials to login to OSA platform.
3. Samantha logs into her OSA control panel and can see the details of the subscription in the Application tab of Customer Control Panel.
 |
| Customer End-User (User of Service) | List here all scenarios applicable to personas of the customer end-users (those who consume the actual services). | End-user of a customer wants to see information provided by TestApplication.GoalEmily wants to check data provided by TestApplication in MyCP.PreconditionsSamantha assigned TestApplication service to Emily service userStory1. Emily logs in to CCP with her credentials.
2. Emily switches to TestApplication tab.
3. Emily checks the data provided on TestApplication tab.
 |

## Functional Requirements

Use this section to validate that you have thought through all scenarios the application needs. Write for each section which scenario covers this, how application should react or if not applicable.

### Application Lifecycle

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| Install Application End-Point | To use an APS application, every APS application has to be installed. List which scenarios cover this event. Deployment of end-point. Requirements for environment. Where end-point is located. | Covered by:* Provider imports TestApplication into OSA, creates application instance, submits global settings.
 |
| Configure Application Instance | The APS application may have some configuration options. List which scenarios cover this event. | Covered by:* Provider edits TestApplication instance settings.
 |
| Upgrade Application | When a new version of the APS application is deployed to the system, describe what should be the behavior. In particular upgrade of end-point. | Covered by:* Provider upgrades the TestApplication to a new version.
 |
| Remove Application | When the APS application is removed from the system, there may need to be some clean-up work. Describe if something is required and which scenarios cover this. | Covered by:* Provider removes TestApplication from OA.
 |
| Monitor Application | What Provider can do to monitor the application? How can I make sure application is running, that there are no bottlenecks, etc | Covered by:* Provider monitors subscriptions status at TestApplication > Subscriptions tab in instance settings.
 |
| Create Paid Service Offer | How to create a regular service offer that customers will pay for. | Covered by:* Provider makes TestApplication available for sale
 |
| Create Trial Service Offer | If supported, how to create a service offer that customers can try for limited time. | Covered by:* Provider makes TestApplication trial available for sale
 |
| Create Freemium Service Offer | If supported, how to create a “freemium” service offer where customers get the service with limited functionality, but for unlimited time. | Not supported |
| Modify Service Offer for new customers | How to update an existing Service offer and make it available to new customers. | Covered by:* Provider updates existing TestApplication offer
 |
| Modify Service Offer for existing customers | How to update an existing Service offer and apply changes to existing customers. | Covered by:* Provider updates existing TestApplication offer
* Provider applies updated TestApplication offer to services from existing customers
 |

### Service Lifecycle

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| Create new Paid Subscription | How customers will buy a paid version of the service. | Covered by:* Customer wants to buy TestApplication subscription.
 |
| Create new Trial Subscription | If applicable. How customers will sign up for a trial of this service. | Covered by:* Customer wants to try trial subscription of TestApplication
 |
| Create new Freemium Subscription | If applicable. How customers will sign up for a freemium (free, but limited in features) version of this service. | Not supported |
| Send welcome e-mail for Service to customer | Introductory e-mail template that could be provided in documentation of package. | Template will be provided in documentation |
| Show introduction to Service in Control Panel | Link or inline documentation for user how to use the service. | Covered by:* Customer wants to buy TestApplication subscription
 |
| Convert Trial to Paid Subscription | If applicable. How customers will convert from a trial version of the service to a regular paid version. | Covered by:* Customer wants to switch subscription from trial to paid one.
 |
| Convert Freemium to Paid Subscription | If applicable. How customers will convert from a freemium (free, but limited in features) version of this service to a regular paid version. | Not supported |
| Increase Subscription limits | If applicable. How can customers increase resource limits of the service? | Covered:* Customer wants to buy additional resources.
 |
| Decrease Subscription limits | If applicable. How can customers decrease resource limits of the service to optimize their spent? | Covered:* Customer wants to decrease allowed subscription resources.
 |
| Switch between Resources within Subscription | If supported. How can customers replace one resource with another without interrupting the service? E.g. move a user from POP3 mailbox to full IMAP. | Covered:* Customer wants to move an employee from basic to premium service
 |
| Switch Subscription to other Offer | If supported. How can customers switch Subscriptions to another Offer (Service Plan)? | Covered:* Customer wants to move their service from pay-as-you-go to monthly fixed pricing.
 |
| Buy additional Subscription | Can the customer buy a new subscription with the same service? If so what happens? Will it be two individual services or will they aggregate the resources on customer account-level? | Covered:* Customer buys secondary subscription.
 |
| Renew existing Subscription | Does the service depend on renewals (e.g. like domain registrations)? What happens with the service when the Subscription gets renewed? | Not applicable |
| Suspend existing Subscription | How can the service be suspended (stopped – not completely removed)? E.g. for cancellation or administrative/credit hold? | Covered by:* Customer cancels existing subscription.
 |
| Resume existing Subscription | How can the service be resumed/restored (after it was suspended)? | Covered by:* Customer pays off outstanding payments and wants service restored
 |
| Destroy existing Subscription | How can the service be completely deleted/removed? E.g. on cancellation or expiration (after grace period). | Covered by:* Subscription destruction
 |
| Move Subscription to new Customer under same Reseller | What should happen with the service when the Subscription is moved to another customer (owner) in the OA system? | Covered by:* Customer transfers the service to another customer
 |
| Move Customer to new Reseller | What should happen with the service when the Subscription is moved with the customer account under another Reseller in Odin Automation? | Not supported. Application should block it. |
| Bill Subscription for fixed fees | Should anything special happen when the subscription is billed for fixed/recurring fees? E.g. additional fees from external rating or taxation system should be added. | Standard behavior |
| Bill Subscription for usage | Should anything special happen when the subscription is billed for usage-based fees? How and how often the usage will be collected? | Covered by:* Provider bills customer for actual usage during last billing period
 |
| Application-specific configuration for customer account | List options the customer admin can configure in the service. | Covered by:* Customer wants to block mail from certain e-mail addresses or domains to employees
* Customer wants to ensure that mail from certain e-mail addresses and/or domains is always received by employees
 |

### User Lifecycle

Only applicable to user-based services (e.g. Hosted Exchange)

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| Assign Service to end-user | Describe what will happen when the service is assigned to a user. | Covered by:* Customer wants to enable mail service for one of his employees
* Customer wants to add a new employee and enable mail service
* Customer wants to add multiple new employees and enabled mail service
* Customer wants to enable mail service for multiple employees
 |
| Remove Service from end-user | Describe what will happen when the customer admin removes the service from one end-user. | Covered by:* Customer wants to remove mail service from one employee
* Customer wants to remove an employee from the system
 |
| Configure Service for end-user (by customer admin) | List options the customer admin can configure per end-user. | Covered by:* Customer wants to increase mailbox quota for an employee
 |
| Configure Service for end-user (by user) | List options the end-user can configure for him/herself. | Covered by:* Customer end-user wants to set autoresponder for his mail
 |

### Domain Lifecycle

Only applicable to services that use a domain (e.g. Hosted Exchange)

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| Assign a domain to the service | Describe what will happen when a new domain is assigned to the service | Covered by:* Customer wants to enable mail protection for additional domain(s)
 |
| Remove a domain from the service | Describe what will happen when a domain is unassigned from the service. | Covered by:* Customer wants to disable mail protection for one domain
 |

### Integrations with other Applications

One of the advantages of APS and Odin Automation is that applications can exchange information and call each other through the APS APIs. Based on the principle 1+1 = 3 two applications together “may” provide more value to the users than each one separately. But to provide this value, the integrations need to be thought of and designed (e.g. appropriate data/APIs provided). Think about with which other services your application could work together and how.

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| During Purchase | When the customer purchases the application, it may query other applications that the customer already has to provide better guidance during purchase. | * When the customer orders a domain, the existing list of domains on the customer account in OA is queried to submit as suggestions to registrar. See scenario TODO.
 |
| During Provisioning | When the application is provisioned it may query other applications that the customer already has and change their configuration. | * When a new domain is provisioned and the customer has mail protection, automatically enable mail protection for this domain.
 |
| During Configuration | When the customer configures the application, it may query other applications to provide easier/faster way to set up the application. | * When showing the list of users with backup enabled, compare it against total list of users from active directory sync application and suggest which users are missing backups and should be added to the system.
 |
| During Consumption | This requires deeper integration of the actual services themselves. Provide integration during consumption/usage of the service. | * When restoring a file from backup additional to downloading the file, suggest to upload the file directly to an online file sharing service (e.g. when the user is on low bandwidth connection and wants to share the file with someone else).
 |

### Identity Management

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| Technology | Describe how authentication is supported by the application – e.g.:* Synchronization of passwords
* External SSO server & protocol
	+ SAML
	+ OpenID
	+ OAuth
* Session tokens
 | The application supports SAML. |
| Log-in directly to application | Describe how the user can log-in directly to the application using OA credentials if applicable. | The external service will first ask for an e-mail address, based on the e-mail address it will use the external SAML authentication. |
| Log-in from OA to application as customer | If applicable, describe how a user of the customer will log-in to the service from the OA control panel. | The application will provide a link in the OA control panel. Since the user is already authenticated against Odin Automation, no new authentication is required.See also:* Customer wants to manage advanced settings directly in the native-service control panel
 |
| Log-in from the service to OA | For upsell, configuration and others. | If the user has been authenticated via Odin Automation’s SAML server, then an additional menu item (Manage Account) is shown in the Service control panel, when users click this they get redirected to the Odin Automation control panel. |
| Can users be created and managed directly at service? | Password change/recovery, etc Can It be prohibited? | When the account was created through Odin Automation, then management of users is disabled in the service control panel. |
| Can users be managed on OA side? | Password, etc | For accounts created through Odin Automation, all users must be managed from Odin Automation side. |
| Password policies | Any specific password policies on server side? | No specific policies. |

### Migrations

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| Migrations from external systems | Provide information if and how it will be possible to migrate customers from an external system into system running the APS 2 application. | Not supported |
| Migrations from non APS OA service on same system | Provide information if and how it will be possible to migrate customers inside one Odin Automation system from a non-APS integration to this APS 2 application. | Not supported |

## Non-Functional Requirements

### Service Dependencies

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| Required | Does the customer need to have any other Services (e.g. a Domain or a mail service) to use this service? | The customer must have a compatible mail service (e.g. Hosted Exchange) to use this Mail Protection Service. |
| Complementary | Can the customer use this service together with other services? See also cross-service scenarios. | The Mail Protection Service can also be used for Lync file transfers if Lync is enabled for the customer. |
| Conflicting | Does this service conflict with other (similar?) services? | The customer cannot have other Mail Protection Services enabled for the same domain, since DNS records are modified to redirect mail to this service. |
| Uniqueness | Can the customer only have one instance of the service? How uniqueness is controlled on the service side? E.g. e-mail address or TaxId or something like that. | The customer can have only one instance of the service. The uniqueness is controlled by primary account e-mail address. |

### Deployment of Service

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| Deployment of Service | Describe how service is deployed, if it’s hosted at Service Provider. | The service is hosted locally at the Service Provider. Minimum requirements are one PCS (Odin Cloud Server) server and a (virtual) server for the management component (APS end-point). |

### Branding

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| For Service Provider | Is there branding for the Service for Service Provider? And how does it work? | Branding to the service provider is supported in:* Own domain name for the service control panel
* Own ip-addresses (that can be registered under the Provider’s name)
* Own skin (that must be installed directly on the service)
* Provider specific skin in the APS application itself
 |
| For Reseller | Is there branding for the Service for Reseller? And how does it work? | Branding for the Resellers is only supported with limitations:* Reseller specific skin is applied to the APS application screens
* Apart from that the provider should use “generic” ip-addresses or hostname for the service
 |

### Support

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| For Service Provider | How Service Providers can get support for Service. | Service Provider gets support via e-mail, voice and chat directly from the ISV 24/7 globally. Support is only in English. |
| For End-Customers | How end-customers can get support for the Service. | Customers of the service provider must work through the service provider to get support, they cannot get support directly from the ISV. |

### Localization

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| Service | Describe how the service itself is localized.* Language
* Dates
* Numbers
* Currencies (if it shows such information to users)
 | The service is used by customers in Europe and North America, today. Localizations are available in English, German, Dutch, Spanish, French, Italian and Portuguese. |
| APS application | Describe how the application will be localized. | The application will be available in Spanish and English. It will adopt date and number formats from OA. |

### Billing & Licensing

#### Service Provider bills Customer

Describe here how the Customer will be billed by the Service Provider for using the application. What are the billable resources, how are they sold (per usage, fixed monthly or yearly fees), what are (recommended) packages.

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| Service sold per user or resource instance or usage counter? | Is the service sold per users or per instance/account? E.g. a website or VM are sold per instance, a mailbox per (assigned) user. | The service is sold per user. Each user must be enabled for the backup service, to create/restore backups. |
| Per user resources | List the billable resources that are sold per user, if applicable. | 1. Desktop Seat (incl. 10GB of disk space)
2. Server Seat (incl. 20GB of disk space)
3. Disk Space
 |
| Per resource instance | List the billable resources that are sold per instance, if applicable. | None |
| Usage based resources | List the resources (from above) that can be billed based on actual usage. Also describe how often the usage will have to be updated (e.g. daily or hourly or monthly). | None |
| Minimum set of resources | Describe minimum set of resources that must be sold for a workable service. E.g. there may be a minimum of 4 users. | A valid subscription, must have at least one Desktop or Server seat. |
| Enforcement of resource limits | Are resource limits (e.g. disk space) technically enforced on service side or user could go over them. Please list every resource with status. | All resources are enforced on the service side, the customer cannot overuse such resources and must purchase more resources first if needed. |
| Resource dependencies & conflicts | List if there are any dependencies or conflicts between resources.E.g. Resource A = 3 x Resource B or Resource C cannot be bought if Resource B exists. | It’s not possible to have just (additional) disk space, it’s required to have at least one desktop or server seat. |
| Purchase Limitations | Describe any limitations that exists – e.g. some resources can only be bought during initial purchase, but not later, or some resources cannot be downgraded after initial purchase (e.g. until next billing date or renewal date). | The maximum total amount of disk space per customer account are 100 TB, the maximum number of backup clients are 1024 per customer. |
| Billing period | What is the minimum billing period the service can be sold for (day, week, month, year?) | The minimum period to sell the service is 1 day |
| Service Offer Examples | Provide one or multiple example offer configurations with incl. and additional resources and recommended pricing. | Example Service Plan A:* Monthly price: $9.99
* Included resources:
	+ 1 Desktop seat
* Additional resources:
	+ Desktop Seat: $8.99
	+ 1 GB disk space: $1.99

Example Service Plan B:* Monthly price: $39.99
* Included resources:
	+ 1 Desktop Seat
	+ 1 Server Seat
	+ 10 GB of disk space (total 40GB)
* Additional resources:
	+ Desktop Seat: $8.99
	+ Server Seat: $29.99
	+ 1 GB disk space: $1.99
 |

#### Billing of Service Provider

|  |  |  |
| --- | --- | --- |
| Item | Description | Example |
| ISV bills Service Provider | Describe here how the Service Provider will be billed by the ISV for selling the application. | The Service Provider will be billed at the beginning of every month for every backup license (e.g. “Windows Desktop – 5GB”) that was active in the month before, at the prorated (partial) monthly fee at minimum of one calendar day. |

# Design

## Resource Model

Paste here the Resource model diagrams (e.g. from PPT).

See <http://doc.apsstandard.org/2.2/start/external/overview/> for guidance.

## UX Mockups

Provide here mockups for each UI scenario mentioned in the scenarios section, unless the scenario uses generic OA screens (e.g. during installation/configuration or publishing).

If you have some clickable proto-type, it is recommended to provide link or include as attachment into the document.



# Appendix

## Personas

### Customer Personas

#### Emily

Employee, 52 Years



##### Description

Emily is one of 20 teachers in an ESL school for teenage children of new coming immigrants in Canada. Her job and interests are generally far from IT, however she is generally comfortable with MS Office documents and her email, which are mainly used to communicate education plans, etc.

The school gives Emily an email address and account in their privately developed app where she can publish some collateral papers for students. Students and school administration may email Emily to the address.

Emily is accurate and got appropriate training in all her specific IT functions, but she is afraid of unknown staff and doesn’t want to screw anything.

##### Skills

* Low IT skills – basics of Office apps
* Limited Internet use – email, maybe professional sites

##### Important Things

* Persistent UI (always the same)
* All operations are easy to locate and uncluttered (extra options = extra confusion)
* Clearness even more important than simplicity (can follow long instruction, but confusion is a blocker)

#### Samantha

SMB Owner, 36 Years



##### Description

Samantha is owner of a small health care business. She is a quite busy businesswoman. She isn’t experienced in IT and doesn’t have much time to learn. She wants to have web site for her company and does not have much time and money for it. Hiring web design studio or IT consultant is not affordable, so she has to create simple site herself. The main thing for her now is to make site running as soon as possible – otherwise she will think it is a waste of time and not worth of further investment. Probably she will improve it later (or ask/hire someone to do it), but now she needs just some site so her possible customers will be able to find all needed information about her services and contact her. She might recognize she will have more visitors if Google gives her site in response for a query, but it is unlikely she understands any of SEO techniques.

She may find useful if site makes easier to schedule appointments and do some other business routines, though she never thought it may be possible. Samantha may have an assistant or two, who may help her updating a site as well. She probably has mailbox already (i.e. at Gmail) and will appreciate it branded under her site name, as it looks more professional. She may consider additional or new mail service if equally convenient.

##### Skills

* Low IT skills = Office apps, Google Search
* Not frequent Internet user = occasional Social Network, occasional sharing photo, professional reading, email

##### Important Things

* Simple interface
* Getting the first result very fast
* Help/Support

Andrew

IT Admin, 35 Years



##### Description

Andrew works for a medium-size finance company. He is professional admin and fully responsible for server and site health.

He is quite comfortable working at pure shell, but cannot handle this many accounts w/o CP and also cannot ignore needs of other staff members. Andrew has strong background in IT and has equally strong opinion on “what is right” based on practical de-facto standards of the industry. When he needs something, he wants it straight, clear and natural – with full compliance to his background. He is all about “old good plain system”.

His biggest pain is when something broken, so he doesn’t like new stuff much unless it is clearly helpful and proven reliable. On the other hand small routine failures push him in looking for any possible solution to address them.

##### Skills

* Very high IT skills = Networking, Server Reconfiguration and Tuning, Deep command line knowledge

##### Important Things

* Mass operations
* Advanced search
* Data import/export

### Provider Personas

#### Steven

42 Years, Product & Marketing Manager

##### Description

Steven is a Product developer and Marketing Director. Samantha's role is to develop the company in parts of costumer-facing and brand-awareness around the world. He works across all business areas to build up marketing and creative services.

He is responsible for prioritizing marketing, communications, customer acquisition and brand-awareness around the globe, building up the brand and its portfolio of sub-brands.

##### Skills

Steven is a consumer of many technical services and products but he does not have a great knowledge of the technology.

##### Goal

Steven is always looking for new innovative ways, in which he can enhance her company's brand identity and improve the services he company offers to a customer.

#### Nik

25 Years, Operational Support

##### Description

Nik is fond of hardware for a long time. He has a full baggage of IT knowledge, and uses a system approach to solve arising issues.

Nik is responsible for IT infrastructure of the company. The other important parts of his work are information security, and configuring the system components to match company's top management preferences.

##### Skills

Nik is a computer technologies guru. His knowledge allows him to learn new products without effort.

##### Goal

Product stability is extremely important for Nik as well as the ease of scalability and configuration.