



rank: 2

PURCHASING PETE

IT Purchasing Manager, 40 years old
works at company with 10,000 employees

Responsible for all IT purchasing decisions in more than one division in a large company (10,000 employees). Has to communicate across departments about purchasing habits and authority levels. Applies controls to get most bargaining power possible. Scrupulous shopper and negotiator, good at tracking costs, but his department has the potential to be perceived as a bottleneck unless very proactive. Interacts with accounting and budgeting agents. Under pressure to keep budgets tight since work is highly measurable and expenses scrutinized when management has to pare down in lean times. Has team of IT staff, administrative support, and purchasing agents (purchasing support) help manage paperwork, doing pricing research and reconciling receivables to payables and tracking order status. Has no time to deal with incompetent customer service folks or incomplete info. Has a lot of spending power and wants to be treated like the big cheese, and are wooed by competitors. Reports to a central purchasing body, people in accounting, and some internal customers.

Roles

Master User, Purchasing

Goals

- Buy what IT equipment the company needs (which IT requests) as cheaply as possible
- Maximize my company's buying power by knowing where large expenditures are going and negotiate better and better deals
- Make internal, end-users as happy as possible (set realistic expectations and expedite equipment purchases)
- Delegate and manage purchasing authority at an optimal levels
- Make tasks efficient for their team

Information they need to access quickly

- What products IT has requested and order them for IT
- Accounting and order number info to reconcile

Tasks they most likely need to accomplish within the site

- Place orders using info IT and purchasing support have given them, get & view quotes
- Run reports for others in company on total spending and products purchased within a specific amount of time
- Set up and administer user accounts
- Determine if there was a shipping or billing error on an order (something escalated from a lower level, a big problem)- track orders



rank: 1

PURCHASING SUPPORT SAM

Purchasing Associate, 26, reports to Pete

Does research and compares prices on items in the realm of authority Pete has assigned him. Assigned to a specific division or department under Pete's organization. Takes IT requests for specific merchandise (specs) and does competitive bid-shopping. Manages day-to-day details of making sure orders are accounted for, have arrived on time, and that internal customers are happy. May need to collect reporting information for Pete.

Roles

Reporting, Division Reporting, Purchasing

Goals

- Get Pete the info he requests
- Make sure internal customers are happy (set appropriate expectations and give accurate information)

Information they need to access quickly

- Specs, availability, and pricing on products
- Order status

Tasks they most likely need to accomplish within the site

- Check order status for arrival date
- Take care of any problems or errors in delivery or billing
- Search for products that will meet IT requirements
- Get product specs and prices (to compare across vendors)
- Save frequent buys so they can repeat orders quickly
- Place orders
- Run reports
- Get quotes



rank: 3

IT TAMMY

IT Manager, 35 years old, at same company as Pete

Tammy is all about technology-- she is concerned about the future of technology, where technology is going, what products are nearing the end of their life cycle and what products are about to be introduced or are cutting edge. She is very busy and has had to organize a lot to prevent the large "forest fires". Carries pager, and walkie-talkie cell phone and both interrupt her a lot, including weekends. Big time problem-solver. Is at a large company (10,000 employees) and is responsible for annual budgets/expenditure/performance, hiring, firing. She has a staff of 25 people reporting to her and she manages a specific section of a regional office. She reports to an IT director who sometimes asks her for info they can present to the CIO or CTO. Sets major equipment specs and parameters, budgets, and responds to problems that have been escalated, but not the everyday contact for most employees when they have problems. Also has some responsibility for overall architecture of infrastructure and network.

Roles

Quotes-only

Goals

- Make internal, end-users as happy as possible by getting them the best equipment possible for a task with the least cost and within an appropriate time frame
- Keep budget and staffing within control

Information they need to access quickly

- Specs and some pricing on products

Tasks they most likely need to accomplish within the site

- Get product specs and prices (to compare across vendors)

ATTACHMENT A

Personas

Your approval of this Personas document required in order to proceed with the project. By signing off on the Personas, you agree to the overall focus and details presented. If you require any additional details, clarifications, or other edits, please include them below and sign at the bottom of the page.

Please return this page by fax with the appropriate signatures to the Imagesmith Project Manager, Jennifer Guy, at (831) 460-9154.

I have read the Personas for _____ redesign and agree to the direction as presented.

e-Business Program Manager

< OR >

I have read the Personas for the _____ redesign and request the following additional clarifications, additions, or other changes for approval (please attach a separate page if necessary).

e-Business Program Manager

Thank you!