

Melbourne Water Intranet Redevelopment

Personas

Personas are a high level representation of our people at Melbourne Water. They serve to provide a general guide to their needs with regards to the intranet. A Persona won't exactly describe all users, but provides a snapshot. They will be used throughout the project to guide us in decisions around user experience.

These Personas have been developed using data from previous surveys and focus groups, a workshop with the Business Representative Group and with one-to-one contextual interviews with 16 people across the organisation.



Personas



Natalie the
New Starter



Karen the
Knowledge Worker



Peter the
People Manager



Austin
the Operator



Anita the
Author



“I need to get up-to-speed quickly”

Age	21
Location	990 La Trobe
Time with MW	2 months
Work environment	Office based
Work from home or remotely?	Not really
Comfort with Tech	Tech savvy

About me

I recently graduated and this is my first real job out of Uni so it is a whole new experience for me. Since starting at Melbourne Water I have realised that there is a lot of information on the intranet, but it is hard to find. I have so much to learn and quickly so that I can get in and do my job. The people in my team are really supportive and help me to find anything I need.

Frequent tasks

- People search
- Organisational charts
- Looking for Policies, Procedures or Fact Sheets
- Undertaking training and induction activities

Interactions

I spend about a third of my time in front of a computer and the rest with people. I'm still learning my job so I spend time with my team, stakeholders and customers to understand my role and our business.

What I need from the intranet

I want to find the information I need about working at Melbourne Water quickly and easily without waiting until I have learned the structure or knowing who to ask.



“I need access to the right people and information to do my job well”

Age	43
Location	990 La Trobe
Time with MW	3 years
Work environment	Mostly office and out to sites fortnightly
Works from home or remotely?	Sometimes
Comfort with Tech	Enough to get by

About me

I am a specialist in my field and divide my time between business as usual tasks and different projects. Some projects are my own so I'm specifying requirements, writing reports and building procedures, other projects I advise as a business area or subject matter expert. Information is an economy for me and being able to find people and data quickly is important to making me effective and efficient.

Frequent tasks

- People search
- Organisational charts
- Accessing systems such as Inflo, Yammer, SCADA and HROnline
- Preparing or interpreting documents and reports

Interactions

I spend about 50% of my time at my computer and the rest with people. My interactions with people usually involve some kind of knowledge exchange. I may need information from people to input into a report or project, or people may need information from me about my area of expertise, such as interpreting a document or report.

What I need from the intranet

I need search to work and the information to be up-to-date and relevant. I need better tools for finding information but also better ways to share what I am doing. I am on Yammer and find it useful but not everyone is on there, and I'm not sure if my manager is okay with me using it.



“I need to find the information I need to complete tasks quickly”

Age	48
Location	Brooklyn
Time with MW	6 years
Work environment	Office based, out to sites infrequently
Works from home or remotely?	Once a month
Comfort with Tech	Can do what I need to

About me

My job has me leading a team to deliver our strategic objectives in line with our Strategic Direction. I support my team in their business as usual work and in our projects and we work cross functionally to deliver our work. I spend a fair amount of time in admin work and doing approvals in systems like HROnline and FinanceOne. When systems are slow or processes unwieldy it can really affect my productivity.

Frequent tasks

- Meetings
- Emails
- Accessing systems such as Inflo, PageUp, HROnline and FinanceOne
- Reviewing documents and reports

Interactions

A lot of my time is spent in face-to-face meetings on a range of business as usual and project activities. The rest is admin and supporting my team. My time is at a premium and I hate to waste it on admin tasks, it feels like those things should be simpler and the intranet should help not hinder.

What I need from the intranet

I want it to support me in my job. The intranet should have the latest, up-to-date and reliable information where I can find what I need quickly. I need to get to the systems I need and I need them to run quickly and be reliable.



“I don’t get on the intranet much, when I do it needs to work for me”

Age	39
Location	ETP
Time with MW	10 years
Work environment	Field based
Works from home or remotely?	When I’m on call
Comfort with Tech	Keen to learn what I need to know

About me

I work at one of our operational sites and oversee the running and maintenance of the plant. I use SCADA a lot, making sure that the flows and processes are running as they should be. I work with contractors quite a bit, issuing permits, isolating equipment for maintenance and taking chemical deliveries. I also support other people in my team who are coming up in their operator levels and need to learn the ropes.

Frequent tasks

- Accessing Standard Operating Procedures
- Using maps
- Checking emails
- Accessing systems such as Inflo, Incident Database and SCADA

Interactions

I spend half of my time at a desk but when I am there I’m monitoring system alerts and alarms so it’s important I can do things easily and quickly. The rest of the time out on the site working with my colleagues and contractors.

What I need from the intranet

I need to get things quickly without any hassles. I need clear and easy links to the systems and information that I use regularly. Having our Standard Operating Procedures to hand is really important as well as contact information to find the right people.



“I need the training and support to put timely information on the intranet”

Age	33
Location	990 La Trobe
Time with MW	5 years
Work environment	Office based
Works from home or remotely?	If I need to
Comfort with Tech	Pretty good and willing to learn

About me

My day job is a support role for my team. I have been around for a few years so I know the business well and I know who's who in the different groups. I am the person people go to when they can't find what they need on the intranet or in Inflo. Authoring intranet content is a small part of my job but is an important way for us to share information about our team and our policies and processes.

Frequent tasks

- People search, phone calls and email
- Organising meetings and events
- Writing content and emailing updates to the intranet team
- Accessing systems such as Inflo, HROnline and Yammer

Interactions

I spend a lot of my time with people, sometimes face-to-face but a lot of phone calls and email. Most of it would be with my immediate team, but if I need something I have a network of people across the business who I can ask for help. I find Yammer a really useful tool for sharing information and getting answers to questions.

What I need from the intranet

I need to be able to update my content quickly and without any hassles or bottlenecks. I'd like to be able to present it in an attractive way so people will be encouraged to read and use it. I also need people to have up-to-date intranet profiles so we can find the right person to help when questions arise.

Commercial in confidence

Developed by Rebecca Jackson for Melbourne Water

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