

COMM 2206 Project

Part 2: Hootsuite

Assessment and Design

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Situation Assessment

Business Environment

Hootsuite users likely work in an office environment. Depending on the industry, the work may be fast-paced or laid back. There may be chatter, but it is not disruptive. Ideally, the user's relationship with their co-workers will be friendly. However, the user may be dealing with frustrated customers through social media. There's a good chance that the user will be multitasking.

Alignment with Business Goals

Hootsuite enables users to interact with individuals across multiple social channels from one platform. This is important for organizations looking to streamline their social media efforts. Hootsuite's analytics features also help businesses benchmark and keep track of their key performance indicators.

How Hootsuite is Used

Hootsuite will likely be used by entry-level to junior coordinators. Mid-level management will need to understand how Hootsuite works, and may need to know how to pull reports, but largely they will not use the software directly. Hootsuite is most easily accessed on a desktop browser, but can also be accessed on mobile devices via the Hootsuite App.

User Profile: Elena Navarro, Marketing Assistant

Profile:

- 27 years old; engaged; rents apartment with fiancé
- Marketing assistant at a small non-profit organization, BA Liberal Arts
- Lives just outside of downtown Phoenix, AZ; drives to work

Typical Day

Elena wakes up at 6:30 am, checks for updates to her company's Facebook and Twitter profiles, takes the dog out for a walk and gets ready for work. She listens to the radio as she commutes 20 minutes to her downtown office. Mornings consist of responding to emails, making phone calls, and attending various meetings. Elena is organizing a large event for the company in addition to providing support for her team when needed. Elena eats lunch at the cafe across the street while checking the status of the company's social accounts. In the afternoon, Elena works on marketing collateral and does some paperwork.

Elena's boss constantly asks her to make content “go viral”. Elena wishes he would understand that marketers can’t control that. When Elena gets home, she has dinner with her fiancé, they walk the dog together, and plan their wedding.

Technology and Work Environment:

- Technologically savvy; uses computers, Android phone
- Connected to work at all times – receives email and social media updates on phone
- Works in a cubicle in a small office space
- Coworkers are always asking for assistance

Tasks:

- Read and respond to emails
- Ensure all arrangements are ready for the event she is organizing
- Monitor and post to the organization's Facebook and Twitter accounts
- Set up an Instagram account for the organization
- Attend and present at departmental meetings

Needs and Goals:

- To plan and save money for her wedding
- To get all assets and arrangements in order for the company event
- To manage the organization’s social media through Hootsuite quickly and effectively

Frustrations:

- Her boss is older and out of touch with social media and technology
- Her fiancé's mother is always calling about wedding suggestions or advice
- She feels overworked and underpaid



User Profile: Mark Lafferty, Sales

Profile:

- 34 years old; single
- Sales associate at a pharmaceutical company; MSc
- Lives near downtown Boston, MA; walks to work



Typical Day

Mark gets up an hour before he has to go to work, prepares a protein-packed smoothie for breakfast, and reads up on market news. His 15-minute stroll to the office offers him a chance to mentally prepare for the day ahead. Once he gets to work and has had his coffee, he settles in to check his emails and respond to client inquiries. He spends his office days trying to reach new clients, reading up on the news, planning his next vacation, and talking to his manager about his goals and sales targets. After work, he'll go to his local Cross Fit gym, then meet up with friends at a local bar.

When Mark is travelling, he spends his time connecting with his clients over email from his laptop or phone. At trade shows and conferences, he's busy networking with attendees. He usually spends this evenings catching up with friends from home and watching TV in his hotel room.

Technology and Work Environment:

- Technologically savvy; uses computers, iPhone
- Spends a few days in the office, but usually is travelling on sales calls or attending conferences
- Works on the go on his laptop while in transit or while waiting for clients
- Seems to always be on his phone, but not always for work-related matters

Tasks:

- Contact qualified leads
- Maintain positive relationships with existing clients
- Attend conferences and trade shows to obtain new leads
- Share industry-relevant news on LinkedIn
- Promote company presence at conferences on social media

Needs and Goals:

- To meet his quarterly sales targets
- To ensure his clients are satisfied
- To get a promotion to sales manager
- To present a knowledgeable online presence
- To save time by sharing social posts from conferences on all of his company's accounts at once

Frustrations:

- Sales were low this quarter due to a lull in the market
- When conferences he attends on behalf of the company are not relevant to his target market

User Profile: Carol Burgess, Marketing Manager

Profile:

- 41 years old; married, 2 boys in middle school
- Marketing manager of a growing software company, BA
- Lives in Toronto suburbs and commutes 45 minutes each way



Typical Day

Carol wakes up at 6:00 am and prepares breakfast and lunch for her husband and sons. She makes sure that they're awake before heading off to work. At work, she attends multiple meetings about product development and strategy. She has a standup meeting with her team to review priorities for the day and ensure projects are moving forward.

Throughout the day, she works out marketing strategy with input from her team, reviews analytics, and reprioritizes tasks as needed. Her team members will often come into her office with design revisions or status updates. Carol reviews the marketing budget and schedule, and updates the project management software before leaving work to pick her sons up from their afterschool sports and make dinner. After dinner, Carol will often review work reports or read articles on the latest marketing trends.

Technology and Work Environment:

- Technologically savvy; uses computers, iPhone, tablets
- Has her own office
- Employees are constantly interrupting her work to ask for advice/approval on projects

Tasks:

- Develop a marketing strategy to establish the company as an industry leader
- Manage multiple marketing projects and ensure deadlines are met
- Review key performance indicators and determine actionable next steps
- Update CEO on project status and highlight marketing wins
- Hire new interns and facilitate their onboarding process

Needs and Goals:

- To quickly download and analyze reports and metrics on marketing initiatives
- To justify and obtain a larger budget for the next fiscal year
- To ensure her employees can effectively complete competing priorities

Frustrations:

- Trying to define ROI on marketing initiatives
- Getting buy-in from higher level managers
- Getting stuck in rush-hour traffic on her way to/from work

Documentation Design

Marketing Assistant – Novice User

- Quick Start Guide

A 1 – 2-page document explaining how to add accounts, create posts, and interact with posts.

A friendly tone, but direct and to the point.

The document is short so users can quickly scan it and complete their desired tasks. This may be a refresher for novice or occasional users.

- User Guide – Composing Messages

A large-sized document outlining different topics and tasks that detail all the features related to composing a message using Hootsuite Pro's desktop dashboard.

A friendly, professional tone to help make the learning process a positive experience.

This document is focused on a specific aspect of the Hootsuite dashboard to help busy users narrow their search for information.

All user guides will follow these principles.

- User Guide – Social Networks
- User Guide – Analytics
- User Guide – Streams
- User Guide – Publisher
- FAQs – Social Networks

A medium-sized document that addresses frequently asked questions regarding which social networks are compatible with Hootsuite and dealing with any connectivity errors that may arise.

A friendly and helpful tone will be used because the user may feel frustrated or stressed while searching for solutions. They will want to resolve their issue as soon as possible to get on with other tasks on their to-do list.

Sales Associate – Occasional User

- Quick Start Guide

Marketing Manager – Occasional User

- White paper

A 4 – 8-page overview of Hootsuite and how it can solve a company's needs. A short document that can be read in 10-15 minutes is important for busy managers who are constantly interrupted.

The white paper will contain lots of graphics and white space to help busy readers digest and process information faster.

A conversational, professional tone will help make the information easy to read.

- Quick Start Guide
- User Guide – Analytics
- User Guide – Billing

As marketing manager, the user will need to know information about what kinds of reports can be generated, modified, and downloaded. The user will also need to understand the billing process to obtain accurate records and ensure that they are on budget. These documents will follow the same style as outlined for user guides above.