



Julia

“Putting out fires, one computer at a time”

Every day at work, Julia starts the day by making a to-do list, and every day the list gets pushed aside for more pressing emergencies in her department. As the manager of IT operations in a busy academic department, she has to juggle the desktop, networking, software, and other support needs of faculty and professors (and the occasional grad student). Luckily, she’s been doing this for a long time, so she’s used to the hectic work style and never-ending demands of academic work.

Recently, faculty have been requesting for more dynamic ways of storing their media assets for coursework and research. Professors who teach interactive classes want students to be able to access course recordings to study, as well as video and audio pieces to complement assignments. The current Novell file system has been in place for almost ten years, and although everybody in the department is familiar with it, there is the sense that it is not the most efficient solution for handling large numbers of rich media files. Julia is hoping to find a solution that increases efficiency of locating shared resources without compromising access control and security.

About Julia

- 37 years old
- Received MS in Information and Telecommunications in 2000 from Johns Hopkins University
- Manages IT services for an academic department with 40 staff and 75 faculty members on-site
- Previously worked as an IT consultant for the federal government
- Takes the first bus to get to work by 7 AM, and stays until 6 PM.
- Enjoys spending time on the Internet to research new IT products and to keep up with friends, family, and the news
- Has not yet bought into BlueStream as a system for her department, but would like to consider it after future improvements.

Asset Management Needs

- #1 priority: control access down to the individual asset level
- Faculty must be able to learn the basics with little assistance from IT staff
- Students must be able to find video recordings of lectures within 5 clicks
- Must improve on department’s existing methods of managing large files, such as Ctools and Novell file system

Frustrations

- Low level of control over search and filter functions
- Help systems that don’t provide help for essential functions
- Interfaces that don’t integrate well with existing IT infrastructure
- Inability to troubleshoot issues due to cryptic errors (or worse, lack of any error feedback altogether!)
- Being interrupted from her to-do list for the day



Vincent

“Full time BlueStream advocate”

Vincent is the exuberant older gentleman whom you see walking down the hall everyday. He says hello, knows your name, and even remembers to ask you how your spouse is doing, all while configuring some assets for you that you could not quite get to load properly in BlueStream. He loves working with faculty and students, and especially loves utilizing software to its fullest advantage. Even without any formal training in computer technology, Vincent has managed to build a niche for himself at the University, helping his peers make better use of computers and software for their classes and research. Vincent’s dream is to help every faculty member in his department make better use of BlueStream. He has other duties to perform, but regularly spends extra time with BlueStream specifically because he knows it can become a great asset to the University.

About Vincent

- 60 years old
- Received BS in Spanish from Michigan State
- Director of Technology and Audio-Visual Services for a large academic department
- Regularly attends meetings with BlueStream developers to discuss improvements and issues
- Has been working at the University for 30 years
- Remembers names and faces without trouble, and enjoys the company of his colleagues
- Coaches league baseball on the weekends, and treats his grandchildren to pizza dinners every Tuesday evening

Asset Management Needs

- #1 priority: flexible metadata that make sense to faculty and empower them to make better use of the tool access down to the individual asset level
- Serve as more than just a file storage system
- On-the-fly video manipulation with just a few clicks of the mouse
- Long-lasting, secure, and reliable for years to come

Frustrations

- Lack of departmental support of good, valuable IT ventures
- Technology that doesn’t break the mold
- Users who expect the system to be perfect at everything
- Difficulty in gaining support from technophobic faculty and department heads



Clarissa

“Analyzing people, one video at a time”

Clarissa is bubbly yet introspective. She loves to talk, ask questions, and listen. She researches anthropological and sociological issues in urban cities at the University of Michigan, and makes ample use of multimedia resources to collect and analyze data. BlueStream has been a lifesaver for her, by providing a means of storing and organizing her work over the past several years. Because she spends a lot of time working with her student research assistants, BlueStream also helps by enabling her to share her findings.

Her experience with computers is limited to what is required to complete her current research. She’s comfortable with using the technology she needs, but she would prefer to devote more time to her research than to training. Because organizing her assets is so important, she especially hopes that BlueStream will streamline the process of adding and using metadata in the near future.

About Clarissa

- 45 years old
- Received PhD in Anthropology from NYU
- Principal researcher for a humanities-based academic department at University of Michigan
- Fascinated with ethnography and learning about cultural issues in society
- Uses BlueStream to manage video assets collected during research investigations
- No formal training in technology; tends to pick things up as she goes along, and refers to experts around her for help

Asset Management Needs

- #1 priority: organizing assets so they can be repurposed for various research and teaching purposes
- Ability to keep track of different versions of the same asset
- Easy-to-learn interface that will not require significant amount of training or help from experts
- Search using metadata that is meaningful to her research
- Access control of assets, so only her research team can view her work

Frustrations

- Complicated systems that require a significant amount of time commitment to understand
- Finding that someone else has modified or removed her work without permission
- Spending too much time adding assets to the system

Scenario #1

Situation:

Julia is chatting with her colleagues about network traffic concerns of the day while sitting in the IT support center. A faculty member walks in, motions to Julia, and asks her to help with limiting the access of some assets to only members of a specific research team. Julia walks with the professor back to his office and sits down at the professor's desk, with BlueStream already open and the professor's account already logged in.

Goals:

Locate the appropriate assets

Edit each asset to change permissions to only allow access to specific users

Save each asset

Check that asset changes have been accepted

Actions:

1. Julia clicks on Browse and selects UM general, and then the faculty member's department from the list of collections
2. Julia locates the specific collection of assets from the list of available collections for the department
3. Julia opens each asset individually and changes the ACL to the setting that she knows will work for her faculty member's needs.
4. Julia saves each asset before moving to the next one.
5. Before leaving the faculty member's office, Julia double-checks each asset to make sure the ACL changes have been accepted. F

Scenario #2

Situation:

Clarissa has recently completed a significant research study involving teenagers in the Bronx. After returning from her trip to NY, she returns to her office and loads her hours of video footage into the media decks and creates digital copies. Now she must transfer each digital video file to BlueStream so that she can begin to edit them for her research assistants to transcribe and analyze.

Goals:

Upload media files to BlueStream

Organize files in a meaningful way

Actions:

1. Clarissa sits down at her computer in her work office and types in the URL to Blue Stream. She logs into the system and looks at the welcome screen.
2. Clarissa selects New Asset from the top navigation menu for each new video clip she must upload.
3. Clarissa enters each piece of metadata she can remember about the videos, knowing that she can edit this information at a later time.
4. Clarissa saves each asset after finishing entering the metadata.
5. Once all videos have been added, Clarissa chooses Organize > Add to Collection to add each file to her existing collection of work for her research project.
6. Before logging out of BlueStream, Clarissa navigates to her collection by choosing Explore > Private Collections > Bronx Research to ensure that her new video clips have been added.
7. She now logs out of BlueStream and emails her research assistants to let them know that the new work is available for them to review.