

Content Creator.

A user who primarily creates, reviews, and edits content for a site.

Key tasks:

- Add content
- Edit content
- Find existing content
- View list of content creation/revision tasks.



Brochureware Site.

Hierarchical structure of relatively static content.

- Often includes forms (eg. contact/feedback),
- May be multi-author



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- no permissions
- no workflow
- user does everything (one stop shop) BUT most like to have simple requirements (how manage giving access to all functionality when the mostly won't need it).
- Likely to generate small amounts of content.

Site Editor.

A user who has authority to approve, edit or reject content and who may be able to manage some editorial workflow and user permissions.

Key tasks:

- Add content
- Edit content
- Find existing content
- View list of content creation/revision tasks
- Review content
- Reject/feedback on content to original author
- Schedule content



Blog.

sequence of chronological posts that may be assigned to categories.

May also include:

- 'Fixed' pages
- Often includes comments
- Trackbacks
- RSS feed
- Most often single author



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- Multiple authors
- May require permissions
- May require workflow (simple approval process)
- May require separation between content management tasks and site management tasks but usually not overly complicated requirements.

Site Admin.

manage user permissions, manage site structure, adding new content types, create and review reports and manage some site settings (RSS Publishing, IP Address Blocking).

Key tasks:

- Manage user permissions
- Add / Edit / Delete Content Types
- Manage Information Architecture (site sections, sub-sections, taxonomy (as in, vocabulary)
- Create a report
- Review a report.



News.

a categorical/hierarchical grouping of content usually ordered chronologically but often 'curated' by an editorial team.

May also include:

- Comments
- Trackbacks
- RSS feed
- Often multi-author
- Often requires multiple templates



6-15.

- Multiple authors and editors
- Likely to require permissions
- Likely to require workflow
- Likely to require separation between content management tasks and site management tasks may have some complex requirements
- Will have significant amount of content generated.

Site Builder.

creates site from scratch by choosing, writing, customising modules and/or themes, manages setup and maintenance. Is a developer (for the purposes of audience definition, themers are considered developers)

Key tasks:

- Develop site functionality
- Implement site design.



Events.

a combination of content supporting an event, including content about the event,

May also include:

- a schedule/calendar of events
- list of participants
- online registration
- may also require online submissions
- social networking functionality
- news
- email update list



15+

- Requires permission management (several permission profiles)
- Probably requires workflow (content review/approval)
- Likely to generate a lot of content to be managed and require content scheduling - it's a complicated machine and it needs a whole section around managing the machine
- Let alone making the content to feed the machine
- Involves a lot of content and likely complex taxonomy.



Social Site.

Comprises member profiles and communication between those member in the form of discussion

- Forums
- Wikis
- Events
- Blogs
- Require member signup
- Subscription
- RSS

