

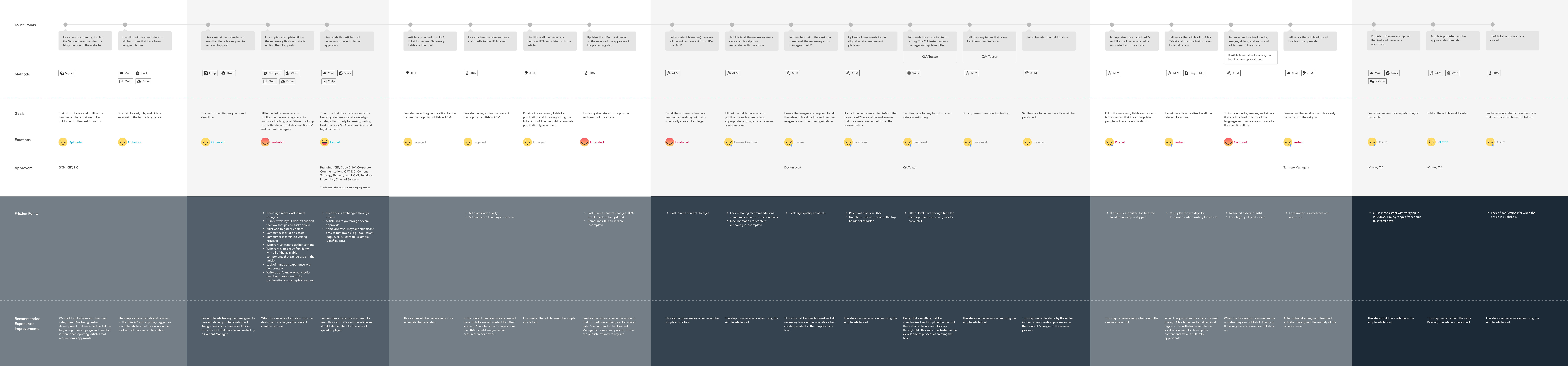
Isa Brookland (Assumption Persona)Writer working out of our LA office focused on industry eventsand e-sports competitions.

UPLOAD TO JIRA

PRE PLANNING COMPOSITION **Touch Points** Lisa attends a meeting to plan the 3-month roadmap for the blogs section of the website. Lisa fills out the asset briefs for all the stories that have been assigned to her. Lisa sends this article to all Lisa looks at the calendar and sa copies a template, fills in necessary groups for initial sees that there is a request to the necessary fields and starts write a blog post. writing the blog posts. approvals. Mail 🚯 Slack 🔛 Mail 🔀 Slack Quip Drive 🖪 Notepad 🛛 🖬 Word Methods Quip Drive 💽 Quip 🛛 🧄 Drive To attain key art, gifs, and videos Goals To ensure that the article respects the Brainstorm topics and outline the To check for writing requests a Fill in the fields necessary to relevant to the future blog posts. deadlines. number of blogs that are to be brand guidelines, overall campaign publication (i.e. meta tags) and to published for the next 3 months. strategy, third-party liscensing, writing compose the blog post. Share this Quip doc. with relevant stakeholders (i.e. PM best practices, SEO best practices, and legal concerns. and content manager) Emotions • • Optimistic Branding, CET, Copy Chief, Corporate Communications, CPT, EIC, Content Strategy, Finance, Legal, GMI, Relations, Liscensing, Channel Strategy GCM, CET, EIC Approvers *note that the approvals vary by team Campaign makes last minute
Feedback is exchanged through Friction Points Current web layout doesn't support
Article has to go through several the flow for tips and tricks article approvals Must wait to gather content
Some approval may take significant Sometimes lack of art assets
time to turnaround (eg. legal, talent, league, club, licensors- example: Sometimes last minute writing lucasfilm, etc.) requests Writers must wait to gather content Writers may not have familiarity with all of the available components that can be used in the article Lack of hands on experience with new content Writers don't know which studio member to reach out to for confirmation on gameplay features. We shold split articles into two main The simple article tool should connect For simple articles anything assigned to When Lisa selects a todo item from her For complex articles we may need to ategories. One being custom to the JIRA API and anything tagged as Lisa will show up in her dashboard. dashboard she begins the content keep this step. If it's a simple article we Experience evelopment that are scheduled at the a simple article should show up in the Assignments can come from JIRA or creation process. should elemenate it for the sake of beginning of a campaign and one that tool with all necessary information. from the tool that have been created by speed to player. is more beat reporting, articles that a Content Manager. require fewer approvals.



LAYOUT IN AEM



LOCALIZE

PUBLISH