



# LINDA the HELPFUL MEDIATOR

INDUSTRIOUS

MULTI-TASKING

RESOURCEFUL

Age  
**45**

Role  
**HR Liaison**

WFMO Website Usage  
**Multiple times a week**

“I probably go on to WFMO’s site more often than I thought, actually, because I typically have employees and managers reach out to me after they tried going to the site and couldn’t find what they needed.”

### LINDA’S NEEDS

- Updated and improved contact list
- Clarity as to what information is kept on WFMO site and how it is complimentary to OPM content
- Better crosslinking between general WFMO info and supplemental line office specific information
- Easily findable policies and SOPs, and quick access to forms, benefits info, and retirement info
- Up-to-date information
- Robust search engine

### LINDA’S FRUSTRATIONS

- Too much text/content to comprehend
- Contact list doesn’t include who to contact for what, so customers cannot find appropriate POCs on their own and turn to liaisons instead
- Information on site is out-of-date and inaccurate
- Confusion around whether to go to line office intranet, WFMO, OPM or other places for information
- Often has to turn to google to find info on other sites
- Processes in WFMO are not well defined or easily referencable
- Finding information on WFMO site is difficult, increasing customer calls to liaisons

### DRIVERS

Help customers with more complex HR issues and be less bogged down by simple questions that could be answered by customer self-service on site

If necessary, provide timely, accurate information to customers, whether that be the name and number of a POC or a link to an applicable form or SOP

### EXPERTISE

#### Technology



#### General HR Experience



#### NOAA WFMO Organizational Knowledge





## LESLIE the HANDS-ON MANAGER

“I don’t know how often [the customers] use it. I’m involved when they send me a malfunctioning link and can’t find policies or procedures”

Age

**40s**

Role Type

**Branch Director, Deputy, Chief,  
or Officer**

### BACKGROUND

10-15 years across government agencies mostly working in HR roles

### DETAILS

- Has some direct client contact to answer questions
- Frequency of use ranges from multiple times a week to daily
- Does not generally contribute content
- Struggles firsthand with using the website while completing tasks or searching for information

### LESLIE’S FRUSTRATIONS

- Information is difficult to find so she resorts to relying on the A-Z index
- Information isn’t updated often enough
- There is too much wordiness
- Information is hidden in the intranet but there doesn’t seem to be a need for the storing of information behind a firewall
- The search doesn’t find what she needs

### LESLIE’S GOALS

- Make information, especially the contact list, up-to-date
- Provide an easy way to find specific policies and procedures
- Make finding content easier
- Contain information on the website rather than buried in emails
- Update the look and feel
- Have the ability to browse the website on mobile
- Provide easy access to frequently used links like time and attendance and contact list



# JEFF the VISIONARY LEADER

“The website isn’t for WFMO. It’s for the customer. We need people to understand that.”

Age

**50s**

Role Type

**WFMO Senior Leadership/  
Division Director**

## BACKGROUND

20-30 years across government agencies in director roles and ranges in HR experience

## DETAILS

- Generally doesn’t field calls from clients
- Frequency of use ranges from not at all to once every couple of weeks
- Potentially would be a content contributor
- Generally not completing tasks on website so does not currently have firsthand struggles with website

## JEFF’S FRUSTRATIONS

- Information is spread across the site and multiple intranets
- The content isn’t updated frequently and is in disarray now that the single point of contact left WFMO
- Too many WFMO emails go out and are not directed to specific users (in cases like job openings)
- The content is too text heavy and lengthy
- The information doesn’t reflect what is going on with the transformation
- Content is not in the users’ language and is not organized in a user-centric way
- Recieves too many calls because people can’t find answers and can’t find correct points of contact

## JEFF’S GOALS

- Make information, especially the contact list, up-to-date
- Provide an easy way to find specific policies and procedures
- Make finding content easier
- Contain information on the website rather than buried in emails
- Update the look and feel
- Have the ability to browse the website on mobile
- Provide easy access to frequently used links like time and attendance and contact list