CONTENT SPECIALIST

PRIMARY OCCUPATION: Lawyer, Subject Matter Expert

MANAGEMENT & WORKFLOW

ASSIGN › EDITOR › REVIEWER

| Manually assigns content to be updated | Validates and updates content | Approves content prior to publishing |

FUNCTION

Content Specialists are lawyers and other legal professionals who maintain the accuracy of legal records, proceedings, decisions, etc. They function as a growing group of 1000k+ content editors.

- There are currently over 1000 Content Specialists
- They each receive alerts for changes within their area of legal specialty.

TOOLKIT

- GCS
- Alerting Console
- Word 0365 with AAO
- Excel
- Firefox web browser
- Teams
- Outlook

KPIS | Alerts and subscriptions may not be accurate | Revising documents before publishing takes too long | Too many systems and back-and-forth in the GCS |

Jobs To Be Done

- Quickly find and edit related TR content
- Receive notifications on Review & Publish on the content I have to change

Needs & Must-Haves

- Increase efficiency in editing and tracking content
- Automate manual processes
- Flexible working hours
- Trust with management that the work is being done correctly
- Reduce the amount of after hours response to emails

Pain Points

- Alerts and subscriptions may not be accurate
- Too many systems and back-and-forth in the GCS
- Revising documents before publishing takes too long
- Backlogs of unpublished material in Review is stressful

Design Principles

- Look for automation opps
- Provide tabbed entry instead of requiring mouse selections where possible
- Visualize current step within process
- Reduce distracting page elements outside of current task
- Surface alerts/subs inaccuracies and a path to update them
- Visualize deadlines in context to avoid late publishing

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