## Web presence audience and Information needs

### Major Buckets of Hydra Users

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<th>Archetype</th>
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<th>Web or Wiki?</th>
<th>Primary or Secondary User?</th>
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</table>
| Developer: new | New to Hydra stack  
May or may not know Ruby on Rails  
May come from big or small IT shop | What is it?  
How do I get started (with code)? | Web should lead to wiki - with options clear | Primary | Yes |  |
| Developer: experienced | Familiar with RoR and Hydra Stack | What are latest devs?  
I need to update / extend my Head. | Wiki | Primary | Yes |  |
| Functional / Content Specialists | Repo Service Managers, Archivists, Preservationists, UX, DevOps, Sys Admins, AV, Metadata Librarians, GeoSpatial, Science Data, etc. | What is it?  
WIIFM?  
How can I engage; how do I get started (with project/specialty)? | Web should lead to wiki | Primary | Yes, maybe an archivist and SysAdmin/DevOps |  |
| Manager | Engaged in project, responsible for some aspect of local delivery: tech managers, project manager, central IT, enterprise IT, architect types, resource managers. Typically engaged but not doing coding. *Often the local champion at an institution.* | What is it?  
How does it work?  
Is it right for me /us? (How can I make the case?) | Web primary  
Wiki needs exist | Primary | Yes |  |
| Hydra Partners | Formally committed Hydra users, been in community for a while. | What's the latest?  
Where are we with that thing I care about?  
How can I contribute? | Wiki | Primary | Yes |  |
| Administrator / Senior Leader | ULS, Deans, AUL for IT, CIO, Committees (doing tech selection, etc.) | What is it, and why is it good?  
Is it respectable? Viable? | Web | Primary | Yes |  |
| Affiliate: Other projects & communities | DPLA, Archivematica, ArchivesSpace, Fedora, Islandora, Drupalers, etc. | What is it?  
How do we overlap and/or integrate?  
Who do I contact / how do I engage? | Web should lead to wiki | Secondary | Could use one persona for "other projects and vendors"? |  |
| Affiliate: Vendors | Current or potential service providers | What is it?  
How might it fit our market / services / capacity?  
Who do I contact / how do I engage? | Web should lead to wiki | Secondary | Could use one persona for "other projects and vendors"? |  |
| Affiliate: Funders & Agencies | Those who give $ and/or approve policies | What is it?  
Is it viable / sustainable?  
How much leverage does it provide? | Web | Secondary | No, has same needs as Administrator/Senior Leader |  |