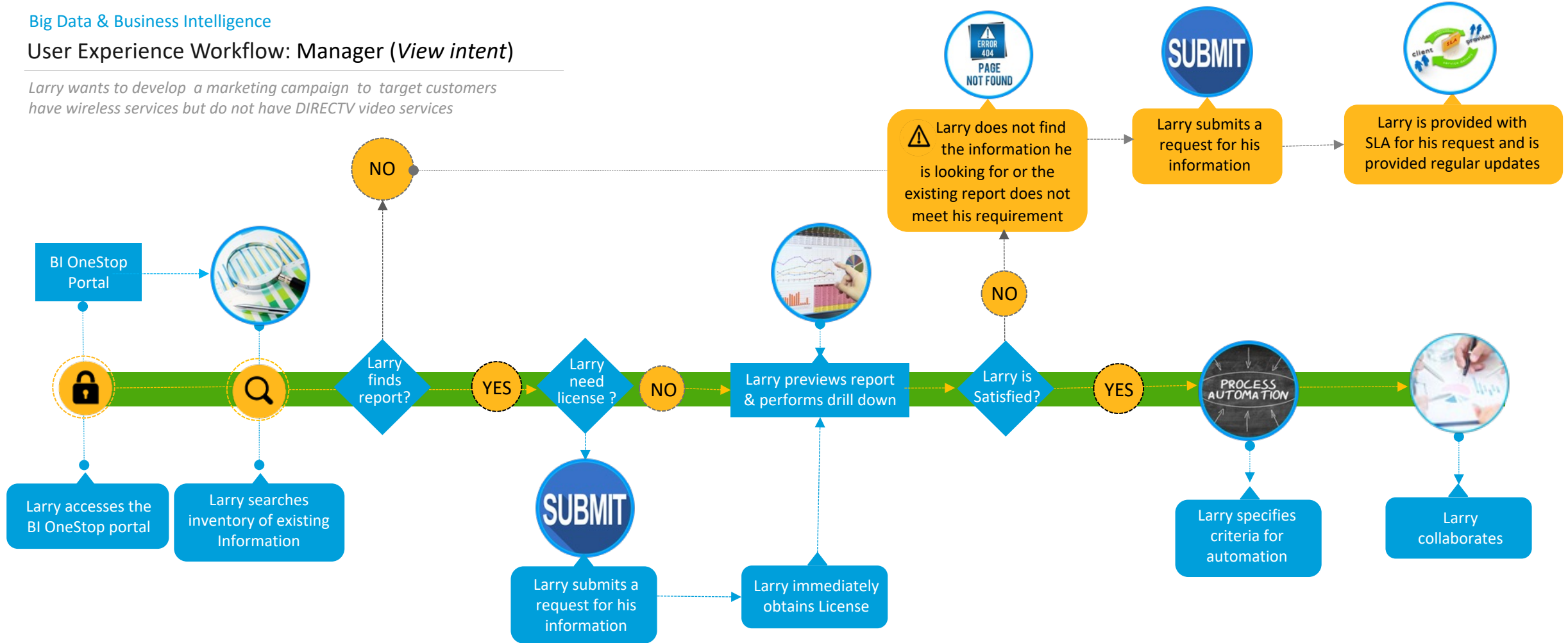


User Experience Workflow: Manager (View intent)

Larry wants to develop a marketing campaign to target customers have wireless services but do not have DIRECTV video services



Assumption:

If Manager persona has a need for Tools, he/she may request for a Grapher Persona

Seamless Experience features

1. Single Sign on
2. Personalized Landing page
3. NLP Search Capabilities
4. Technical & Business Metadata information
5. Collaboration capabilities
6. Rating services

