

**Name**

Matthew McGraw

Occupation

International Affairs Manager, Timeless Company

Personal Description

- *Age:* 42 years old
- *Work Hours:* Flexible, but need to be on business trips at least twice a month
- *Marital/Parental Status:* Single
- *Personality Traits:* Sophisticated, Shrewd, Organized

Technology Use

Mathew is a technology enthusiast and spends a lot of time on his iPhone and laptop getting updated financial and world news.

Role

- Make reports to his company's clients, department heads, and the facilitators of the all-department meetings
- Combine information received from each meeting to make strategies for the company

Tasks

- Share business information with different audiences effectively
- Absorb information from meetings that he cannot attend
- Contribute to meetings remotely

Goals

- Make sure information he shares is easily accessible
- Make sure information he needs has the correct context for him to understand even if he was not present when the information was captured
- Make remote presentations with the same ease and effectiveness as in-person meetings

Meeting Profile

James handles international business for Timeless, an investment company based in New York. Each month, he is expected to attend 1 - 2 international meetings with clients all over the world and his engagements usually last 2 weeks. In James's company, each department meets once a week and they also have meetings during which every department in the company participates. During meetings, he reports results to international clients. He often needs to present different information to his clients, his department head, and to the facilitator of the all-department meeting.

When he travels, he catches up on meetings via notes from his secretary. He uses a webcam/teleconference equipment to present and contribute his ideas to all- department meeting.

For James, time is money. He needs to use the least amount of time to absorb the most information and also the most important part of the information.

Scenario A: Help Me Understand Context

Before MeetingBytes, the notes James received from his secretary were difficult to understand. His secretary would send him key meeting points and any electronic file such as slides and handouts in an email. It was very inconvenient for him to figure out how the handouts, slides and meeting points fit together. Now that his company uses MeetingBytes, the materials he gets from secretary are much clearer. All files are consolidated in one interface including the slide, video, handouts or any additional materials that are used in meeting. Besides that, a chat-like feature is also in that interface and all the materials are presented and sorted on a timeline. Just by scrolling along the timeline, James can get a whole picture about meeting glow. Also, he notices that his secretary makes some hashtags for him so that he can easily follow related topics and jump around in a meeting file.

Scenario B: Help Me Share More During Teleconferencing

When James uses regular teleconference equipment, only his image and voice transfer to the meeting room. When he needs to use some visuals or physical materials to present his ideas, there is no way to do it using traditional meeting software. With the help of MeetingBytes, teleconferencing is much easier. On the interface, James can easily drag and drop any images and any types of files on the "display" area and they will show up next to his image and transfer to the meeting room. Also, there are some pen tools to help James highlight points or annotate materials. After the meeting, his files are synced with a transcript of the meeting on the MeetingBytes server so he can easily understand what happened in the meeting when he reviews the file later.