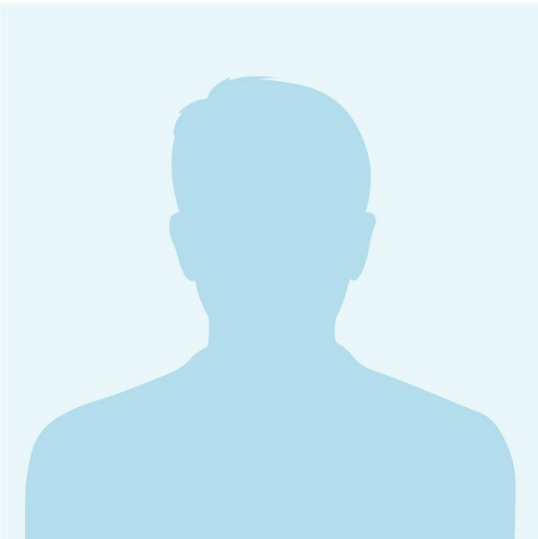


User Persona Comparison - ADPQ Users

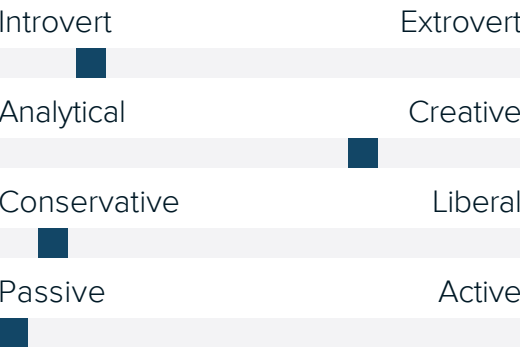


Passive
Pam

"I don't like to spend much time in apps. Just show me what I need to see and let me move on."

Age: 45
Work: Social Worker
Family: Married, kids
Location: Sacramento, CA
Character: Giver

Personality



Goals

- Get the job done and move on!
- I need to focus on other things.
- I want to spend my time with my clients

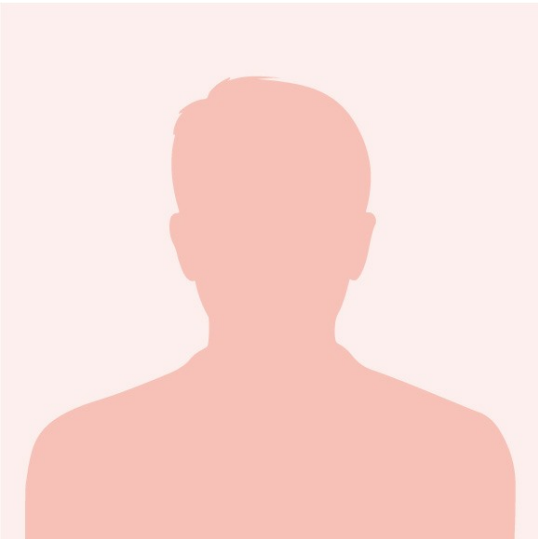
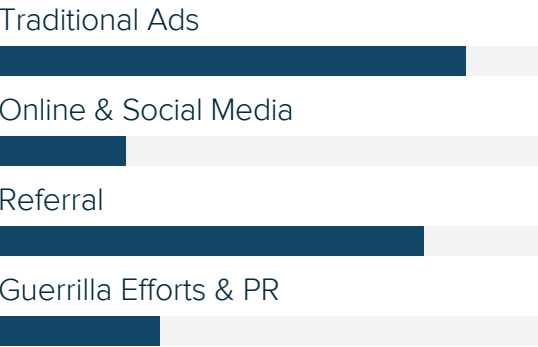
Frustrations

- I did not take this job to worry about tech tools.
- My PC never works as promised.
- I need my tech to be mobile as my job is on the road.

Bio

Pam has worked for the State of California Human Services for 20 years. She gets up in the morning to help families, not to buy tech.

Technologies

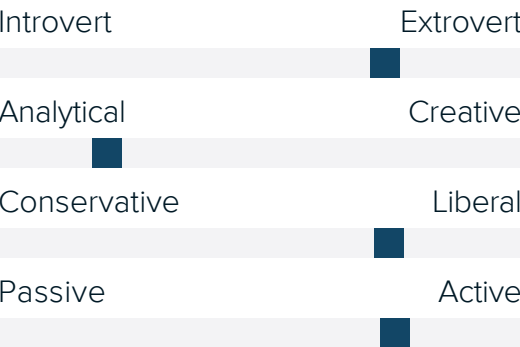


Confident
Carl

"I get tech, please put a lot at my fingertips! "

Age: 27
Work: Systems Engineer
Family: Married, kids
Location: San Francisco, CA
Character: Innovator

Personality



Goals

- I want to learn.
- I want to make things better.
- I want to create new solutions.

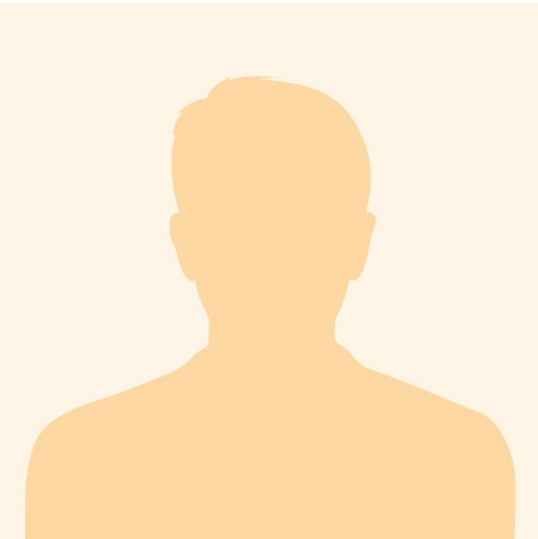
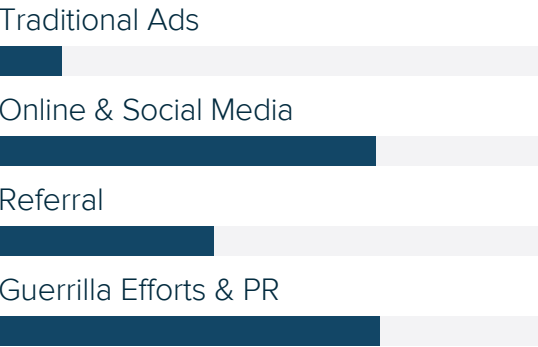
Frustrations

- Antiquated Government systems.
- Not enough flexibility in my tools.

Bio

Carl has worked for the State of California as an engineer for 3 years. He loves what he does but sometimes wishes he would have chosen a position with a tech firm instead.

Technologies

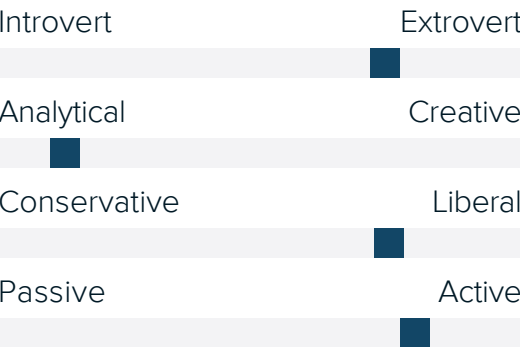


Active
Alice Admin

" I see our employees as clients and love to please them! Give me tools to present my services."

Age: 52
Work: Program Manager
Family: Married, kids
Location: Fresno, CA
Character: Servant

Personality



Goals

- I want to stun our stakeholders
- I want to deliver on budget and on time.
- I seek control and focus

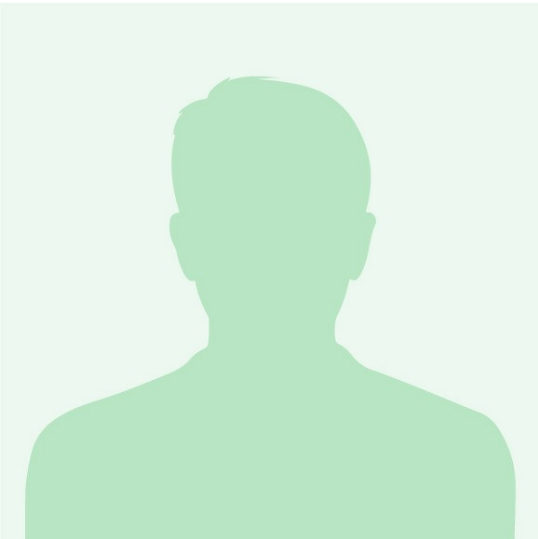
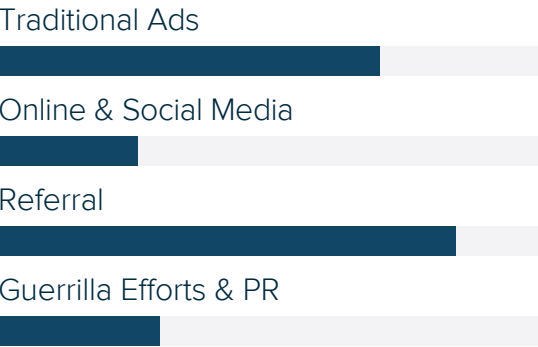
Frustrations

- Budget overflow
- Unkept promises from vendors
- Late or unreasonable requests from stakeholders

Bio

Alice is a PMP with 25 years of program delivery experience. She worked for private sector until five years ago when she took this position with the State.

Technologies

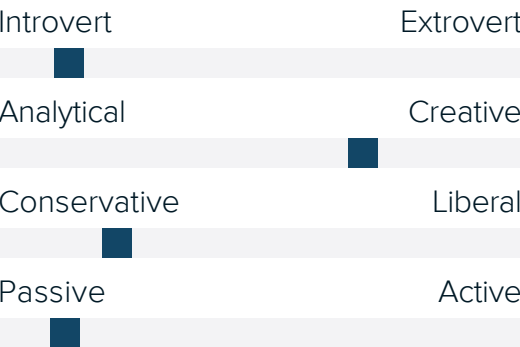


Detached Dan
Admin

"I don't really like dealing with this, employees should just buy their stuff from Best Buy (BYOD)!"

Age: 30
Work: IT Manager
Family: Single
Location: Irvine, CA
Character: Techy

Personality



Goals

- Modern approaches to tech delivery (agile, CMMI, etc)
- Safe and flexible systems
- Self-service for IT clients

Frustrations

- Waste in the process
- Unfriendly interfaces
- Inflexible suppliers and systems

Bio

Dan has worked for the State for 8 years. His friends are in the tech space and wants more innovation in his IT group.

Technologies

