

## Persona – Site Administrator



### QUOTATION

Who's Watching the watch man!

### NAME

Zachary Fantana

### AGE

38

### GENDER

Non-Binary

### LOCATION

Gisborne, NewZealand

### OCCUPATION

Website Administrator

### JOB TITLE

Administrator

### HIGHEST LEVEL OF EDUCATION

BCS (Bachelor of Computing Systems)

### ANNUAL INCOME:

\$56,000

### GOALS AND MOTIVATIONS

**Goals:** Maintain a user-friendly, secure, and up-to-date website that highlights smartwatch products and features.

Increase traffic, conversions, and customer satisfaction.

Troubleshoot any technical issues and optimize site performance.

**Motivations:** Professional development, recognition, problem-solving.

### FRUSTRATIONS

**Frustrations:** Managing multiple tasks and deadlines with limited resources or support.

Creating and updating content that is engaging, relevant for the time and is SEO-friendly.

Keeping up with the latest web technologies and trends that might require updating or redesigning the website.

Finding and fixing errors or bugs on the website that affect the user experience or the site functionality.

Dealing with cyberattacks or hackers that compromise site security or data privacy.

### CHALLENGES AND OBSTACLES

**Challenges:** Keeping up with changing customer needs and expectations, staying ahead of the competition, dealing with cyberattacks and bugs, managing multiple tasks and deadlines.

### SOURCES OF INFORMATION

#### BOOKS

The Principles of Beautiful Web Design: Designing Great Web Sites is Not Rocket Science!

#### BLOGS

<https://webdesign.tutsplus.com/series>

#### CONFERENCES

CES-Las Vegas

#### EXPERTS

Neil Gunther

#### MAGAZINES

WIRED Magazine

#### WEBSITES

Reddit, GitHub, OpenAI

