NAME: FILMON ARAYA

PERSONAS LIST

Maria Angelo	Human Resources Manager
David Paul	Engineer
John Molina	Recently graduated

OVERVIEW AND RESOURCES

This is persona is gathered the information for different potential users of the web application platforms. These are from the companies HR, Independent user (consultant engineer) and from new graduate who want to join to a company.

Persona Type	eTraining	
User/Customer Name	**Job Title/Functional Role**	**Customer/User segment**
Maria Angelo	Human Resources Manager	Administrator level user
Photo	**Key Demographic Details**	**Personality& Behavioral Characteristics**
	Age: 48 years **Gender:** Female **Family:** Divorced, three children **Education:** Masters in HR management **Location:** Los Angeles **Income:** $85,000 **Organizational details:** SMB, 185 employees, customer service vendor **Employment:** 15 years, 4 in current role.	Manages four full -time staffs and two part-time staffs. Committed to ensuring employees capacity building. Hands-on manager willing to do one-on-one training and troubleshooting. Likes to stay on top of HR trends via association memberships and attendance at virtual and in person conferences. Has influence over companies training modules.
Relationship to Brand/Product	**Technology Expertise**	**Preferred Channels / Devices / Platforms**
Completed demos and short-term trials of latest version. Lack of support for existing TMS version is frustrating. Willing to explore other vendors.	Moderate experience in current OS and browsers in use. Expert in TMS Expert in spreadsheets and word processing. Limited exposure to collaboration and text messaging.	Uses laptop in office, network connected to TMS, various shared drives and company intranet. Does not use tablet within work environment. Uses mobile phone to track emails, schedule, and participate in conference calls while in transit.

		Likes the ability to retain emails for future reference.

Persona Type	eTraining	
User/Customer Name	**Job Title/Functional Role**	**Customer/User segment**
David "David" Biography	Engineer	Public work
Photo	**Key Demographic Details**	**Personality& Behavioral Characteristics**
	Age: 38 years **Gender:** Male **Family:** Married, expecting first child **Education:** BS in Computer Science **Location:** Las Vegas, Nevada **Income:** $90,000 **Organizational details:** large transport access provider **Employment:** 10 years, 2 in current role.	Works remote/on-call on a team of 7 engineers, 1 surveyor Connects to company resources via wireless and VPN Regularly posts 40 hours per week. Planning for new baby Has multiple engineering and network certifications. Has limited input on purchase decisions. Needs to know and understand the companies policies and legal documentations before signing a contract.

Relationship to Brand/Product	Technology Expertise	Preferred Channels / Devices / Platforms
Willing to offer input on new / enhanced features.	Expert proficiency in multiple operating systems, diagnostics, monitoring tools. Experienced with most office productivity and collaboration tools	Laptops (PC) Smartphone Tablet

Persona Type	eTraining	
User/Customer Name	**Job Title/Functional Role**	**Customer/User segment**
John Molina	Recently graduated	Seeking new opportunity
Photo	**Key Demographic Details**	**Personality& Behavioral Characteristics**
	Age: 25 years **Gender:** Male **Family:** Single **Education:** BS in public administration **Location:** Dallas, Texas **Income:** $23,000 **Organizational details:** applying for new jobs **Employment:** 6-month internship.	Planning to joining new organization Has good communication skill Purchases new devices and apps as soon as they're released. Always need to know more about the companies who want to join. He always needs to learn new things

Relationship to Brand/Product	Technology Expertise	Preferred Channels / Devices / Platforms
Entry level knowledge of companies' capacity building methodologies. Expert level of website as user.	Expert proficiency creating an online account. Experienced with most office productivity and web tools	Smartphone Tablet