



# Dawud Dickson

**Occupation:** Company project and sales manger

**Location of residency:** London

**Age:** 56

**Tech literate:** High level

## Daily Tasks:

Collaborates with staff members throughout the week.

Evaluates the fellow staff work and progress to improve the company performance and goals.

Plans out company curriculum and goals and tasks to meet tests and year final projects and end goals.

Makes sure staff progress have met and to improve performance goals.

Monitors 10 meetings with 30 staff members for session.

## Who is he?

56 years old, company project and sales manager. Who has 10 years' experience of handling and managing company projects and sales. Also has the responsibility of leading 10 or more staff in his project.

**Company Environment:** The main source of contact is mostly via email and zoom meetings and weekly face to face interview to catch up on weekly task and view them and a team.

The employees must work long hours, and which can lead to high stress.

## Platform:

Website

Mobile App

## Brands:

NASA

HUAWEI

Facebook

BELLE

**Needs:** Need to find user with skills that would help him tackle his company challenges and its goals. Expects a well-developed program which is easy to use and user friendly, this will provide him graphical data.

**Frustrations:** Poor earnings for what he loves doing. Also, when facing obstacle that prevents this user from reaching the future goals.

**Expectation:** Expects a well-developed software, which is easy to use and user friendly. Which provides graphical data reports for his meetings and presentations.