

## Persona Map

Internal Stakeholder	External stakeholder
<b>Name:</b> Gene Collins <b>Position:</b> CEO of the Power Up company.	<b>Name:</b> John Cutler <b>Position:</b> working in the IT company (Customer)
<b>Demographics:</b> <b>Age:</b> 55, <b>Residence:</b> Victoria	<b>Demographics:</b> <b>Age:</b> 35, <b>Residence:</b> Victoria
<b>Attributes:</b> He is a hard working and innovative as well as trying to resolve all problem collaboratively.	<b>Attributes:</b> He is very co-operative and friendly.
<b>Desired Goal:</b> Providing uninterrupted network to the customer even if nationwide.	<b>Desired Goal:</b> Not having any network outages.
<b>Needs:</b> Using advanced technology to mitigate network outages.	<b>Needs:</b> Getting uninterrupted network.