

[insert photo]

NAME Sarah Johnson **INDUSTRY/SEGMENT** Fashion Industry - Fantasia, which sells beauty products and cosmetics online.

JOB TITLE OR FUNCTION Business Developer **REPORTS TO** Vice President of XYZ product

AGE 35 **EDUCATION** Masters in Science **YEARS IN THIS JOB** 6

TECHNOLOGY USED Uses a Windows OS for their daily work. Uses MS Office tools for communication, product designs, etc. Has basic programming knowledge with focus in Java. Flexible to learn other languages and is able switch context, when needed.

TECHNICAL PROFICIENCY

Novice Y Proficient _____ Expert _____

Situation

A typical day in the life of your persona

Sarah receives requirements from her VP and her sales team about the features and functionalities that Fantasia needs to have in their online store. Sarah understands and plans these requirements and is responsible for the execution and delivery of these features to their customers. She ensures that the Fantasia e-shop is running smoothly, and the customers have a good user experience when shopping on their store online.

A typical interaction with your product

Sarah uses Zion software to set up her online store and build additional features and functionality with it. She needs to understand how to use Zion's software kit, how to extend it with new functionalities, and modify it as per the needs. She often has to learn new tools and programming languages to get her work done.

A perfect day

Sarah configures a new functionality with ease and it only takes her a few hours to make the change and get it deployed on Fantasia's online shop, across the globe and without any issues with the website and the user experience.

Top of Mind Issues

- The implementation is not straightforward
- The deployment of the new features is not always smooth and break the user experience
- The whole process is time consuming and making quick changes/fixes on the website are not possible in short deadlines
- The technology stack required to use Zion tool is vast and needs a lot of learning, making it difficult to switch context for small changes. These tools often do not work together and are time consuming to integrate
- Pressure from the VP, who doesn't care about implementation and technology details and needs fast deliveries

Other Information

What they read online and offline; member associations

Budget approval levels and ROI expectations

Sarah needs all the approvals for requesting new features to Zion or buying their add-ons from her VP. She cannot directly make any request or purchase decisions.

How the persona is rewarded or motivated (compensation, bonus, commission, other recognitions)

The rewards for Sarah in addition to the salary, is based on the sales made through their online store. The sales are heavily determined by the user experience of their online store. With the right banners and offers listed on their website, the sales increase significantly.

Written By _____ Date _____