Scott uses Jenzabar J1 for all data collection, maintenance, review, and data submission. He also uses J1 for data cleanup and validation.



TECHNOLOGY USED

iPhone for personal productivity. Jenzabar, Microsoft SQL Server, and Crystal Reports for data management and reporting. Microsoft Office for internal and external communication.

TECHNICAL PROFICIENCY

Novice

Proficient

Expert

SITUATION

A typical day in the life of your persona

Scott is responsible for internal and external reporting. He spends most of his time developing queries and views in SQL to find data that was entered incorrectly and ensuring data is maintained according to school policy. At the end of each semester, Scott must collect all necessary data to report to Federal, State, and local government entities. Scott is also responsible for reporting to private external agencies like USA Today and College Board.

A typical interaction with your product

A perfect day

Scott has no meeting and no incorrect data entry to correct. He is free to focus on research and providing informative reports to the school administration.

1/2

© 1993–2019 Pragmatic Institute, LLC. All rights reserved. Clients of Pragmatic Institute are granted a limited license to use internally, for non-commercial purposes.

SD–2

Build © 2022 Pragmatic Institute, LLC

**PRAGMATIC INSTITUTE *THE FUTURE OF BUSINESS***

USER PERSONA WORKSHEET

NAME INDUSTRY/SEGMENT

Scott Education / Institutional Reporting

JOB TITLE or FUNCTION REPORTS TO (JOB TITLE)

Director of Institutional Research Dean of Academic Affairs

AGE/EDUCATION YEARS IN THIS JOB

42, PhD 14

Institutional Research Reporting User Persona

Build

TOP OF MIND ISSUES

* When is the next report due?
* Are there any upcoming changes to his reports and how does it affect the current data?
* Time management. There’s never enough.



OTHER INFORMATION

What they read online and offline; member associations

Scott monitors federal, state, and local websites looking for updates and looking for future changes. Scott is a member of Association for Institutional Research | AIR

Budget approval levels and ROI expectations

Scott has no direct purchasing authority. He does lead a committee whose recommendations greatly influence the university’s ultimate purchasing decision.

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

Scott is a salaried staff member of the college. Scott hopes to have an opportunity to move into a Dean position in the future.

WRITTEN BY

DATE

2/2

© 1993–2019 Pragmatic Institute, LLC. All rights reserved. Clients of Pragmatic Institute are granted a limited license to use internally, for non-commercial purposes.

© 2022 Pragmatic Institute, LLC Build

SD–3

**PRAGMATIC INSTITUTE *THE FUTURE OF BUSINESS***

Example User Persona (continuted)

Build

Rob Powell

4/24/2022