

Alex Williams

Age: 41
Occupation: IT Administrator
Family: Married, one child
Location: USA
Education: Bachelors Degree
Traits: Tech-Savvy, Organized



"I work 60 hours a week to keep ahead of my workload."

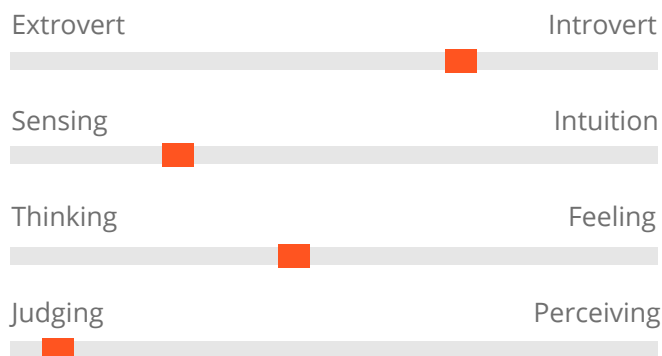
GOALS

- To never allow a system outage
- To maximize efficiency & tuning of my system
- To have repeatability between environments
- To keep track of my systems statuses

NEEDS / PAIN POINTS

- Keeping track of Licenses/Updates
- Tedious process for database updates
- Maintenance in a clustered environment
- Taking down the server for updates
- Launching time of Management Console

PERSONALITY



BIO

William works at a large financial institution. His task workflows require him to work in dozens of applications, and to write scripts to connection operations together. He optimizes his tasks to minimize any outages, and feels responsible when they occur. Some of his work hours are done remotely from home, to improve his work/life balance.

His free time is filled with family activities and playing with the latest gadget or video game.

Pat Kelley

SPECTRUM PERSONA

Age: 26
Occupation: Data Corrector
Family: Single
Location: USA
Education: 2+ years College
Traits: Detail-oriented, ambitious



"I depend on efficiency and accuracy to showcase my talent."

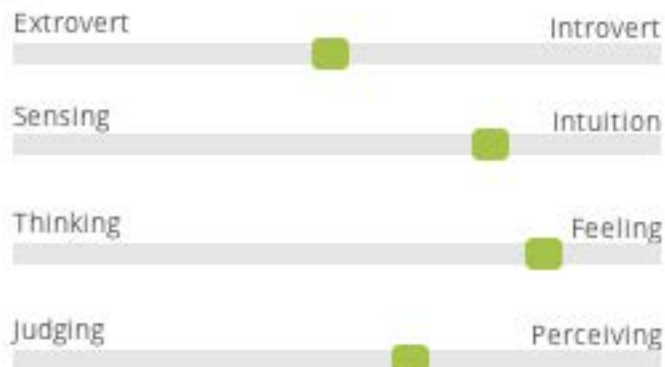
GOALS

- Opportunities to impress management
- Produce large quantity of corrections rapidly
- Avoid frustration of repetitive tasks

NEEDS / PAIN POINTS

- Streamline corrections
- Avoid duplication of tasks
- Quickly viewing exceptions
- Controlling/configure their view of corrections
- Reducing unnecessary data
- Tools to facilitate corrections

PERSONALITY



BIO

Pat works at a multinational corporation, starting as a data entry clerk. She is currently trained to correct incoming data from the company's customer database. Pat enjoys her 9-5 job, though her pay is low and it is sometimes tedious. Pat sees this as a stepping stone to other opportunities in the organization, and wants to showcase her talents by maintaining a high data quality.

Her free time is spent on outdoor activities and social outings with friends.