

# User Persona



**Sarah Miller**

Age: 38

Occupation: Senior Project Manager

Tech Literate: High – proficient in various project management and collaboration tools.

## BIO

Sarah has been steering projects to success in the tech industry for over a decade. With her extensive background in managing complex software development projects, she has honed her skills in both Agile and Waterfall methodologies. An early adopter of new technology, Sarah always looks for innovative solutions to enhance productivity and foster team collaboration. As a tech-savvy leader, she values tools that are intuitive and augment her team's capabilities.

## QUOTE

"The right tool streamlines the process, letting the team focus on innovation rather than administration."

## FRUSTRATIONS

Inefficient communication that leads to project delays.

Overcomplicated software that requires extensive training.

Lack of integration with existing tools, causing fragmented workflows.

## CORE NEEDS

A comprehensive dashboard that provides a snapshot of multiple projects.

Real-time collaboration features to sync with her team.

Integration capabilities with other tools to consolidate her workflow.

## PERSONALITY

Team player but can work independently

Adaptable to new technologies