ASD Essential Eight Toolkit
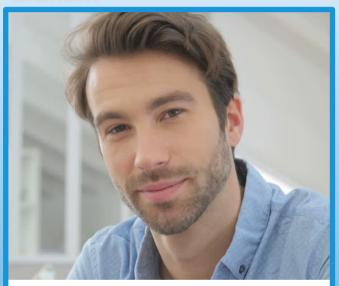## UX Personas
Version 1.1 29 DEC 2020

Graham

Graham owns a micro IT business that helps other micro to small businesses. Recently his customers have been seeing Cyber Security as something they need to protect themselves with.

Age: 30+
Skills: He is very Tech & Computer Savvy.
Reason: He wants to use the tool to ensure he has no knowledge gaps and as an marketing tool for his services to his customers. He also sees this as a market using this tool to gain new customers.

Sally

Sally works at a small real estate agency with less than 20 staff. She is interested in seeing whether her workplace is ready against cyber threats

Age: 40+
Skills: Is the only "go to" technical person at her workplace.
Reason: Has adequate technical know how on how to implement various systems and processes but wants to be able to self-assess her business.

Malcolm

Malcom is a CTO of a 130 staff transport company. He is getting pressure from board to ensure company safe after seeing what has happened to TOLL.

Age: 50+
Skills: Has technical assistant and manages contractors.
Reason: Needs to both ensure high security posture of company and be able to assure board of that being so with simple reporting tools.