# Purpose

The purpose of this document is to define an initial set of “Personas” to be used for a UX evaluation of the current Essential Eight Security Mitigation Toolkit.

# Definitions

The following are helpful categories of business to be used to ensure a wide range of Personas. These categories are:

* Micro Business. Has less then 5 staff;
* Small Business. Has 5 to 20 staff and an annual turnover less than $10m;
* Medium Business. Has more than 20 and less than 200 staff.

# Initial Personas

1. **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.
   1. Age: 30+
   2. He is very Tech and Computer Savvy.
   3. He wants to use the tool to ensure he has no knowledge gaps and as an upselling / marketing tool for his services to his customers. He also sees a market using this tool to gain new customers.
2. **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
   1. Age 40+
   2. Is the only go to technical person at her workplace and she has adequate knowledge on systems and processes.
   3. She wants to use the system to assess the security posture of the systems she oversees.
3. **Malcom** is a CTO of a 130 staff transport company. Getting pressure from board to ensure company safe after seeing what has happened to TOLL.
   1. Age 45-55
   2. Has technical assistant and manages contractors
   3. Needs to both ensure security and be able to assure board of that being so.

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