

Persona



Name	Ronnie Jackson
Age	65
User Category	Enterprise End-User
Career Background	Ronnie has owned and managed a construction company for 23 years. Recently, his independent company was acquired by a larger corporation and Ronnie stayed on as Branch Manager.
Technological Background	Prior to acquisition, Ronnie's company got by on primarily paper-based systems, using a computer only for processing credit card payments and payroll, which the Office Coordinator was responsible for. Ronnie has never owned a computer, and only recently started using an iPhone. Since acquisition, all branch employees have been issued smartphones and laptops, and Ronnie finds memorizing the multiple usernames and passwords to be quite frustrating. He often forgets which password goes to what system, and this results in frequent account lockouts and lost time. He wishes there was a way it would 'just work' the way most things on his iPhone seem to.