Solution for Lab: Persona Development

Use this proposed solution to validate the persona you developed based on the scenario provided.

Section	Details
Persona Name	Jordan
Role	Corporate IT Manager
Experience	8 years in IT management, responsible for overseeing telecommunications and wireless infrastructure
Industry	Professional Services (Consulting)
Key Drivers	• Reliable wireless network coverage for remote and traveling employees • Competitive pricing plans that balance cost with employee needs • Simplified account management with centralized billing and reporting • Quick resolution of connectivity issues to minimize downtime
Key Skills	• Vendor evaluation and selection • Budgeting and cost management • Managing relationships with service providers • Problem-solving and resolving employee connectivity issues
Primary Stakeholders	• Internal: Company leadership (budget approvals), employees (end-users of wireless services) • External: Wireless service providers, device manufacturers, IT solution vendors
Role Overview	Ensures employees have reliable, cost-effective wireless services to maintain productivity in a fast-paced business environment
Key Tasks	• Evaluate and select wireless service providers

	• Manage multiple plans for different departmental needs • Handle employee connectivity issues • Ensure network coverage in rural and international locations • Optimize costs and simplify account management

Goals	- Deliver seamless connectivity for employees - Optimize wireless costs while maintaining service quality - Build trust by proactively addressing employee needs - Ensure reliable service to support client deliverables
Challenges	- Inconsistent network coverage in rural or international locations - Managing multiple plans across departments with varying needs - Balancing employee demands for premium features with budget constraints - Ensuring rapid resolution of connectivity issues