

Alex | Requester

Arlington,  
VA

UX Designer at  
Deloitte Digital



“ I want to make the most of my continuing education opportunities, but I don't know where to start. ”

Main Goal

Alex wants to sharpen her UX skills through continuing education opportunities to remain competitive in the market and contribute meaningfully to her project at work.

Value Drivers

Transparency

Learning

Tailored process

Easy access

Insight into budget

Scenario

Alex found a conference she wanted to attend, but she was not sure how to request it. She talked to a coworker about it, who told her to talk to her counselor. She discussed the opportunity and its value with her counselor, and they agreed that it would be beneficial. Her counselor pointed her towards the Learning and Development lead, who sent her the link. She used the portal to submit the request.

Needs

Visibility

Alex needs to know how to access this resource and what programs are available.

Transparency

She needs to know how the process works.

Tailoring

Alex needs to go through an appropriate process for her request and level.

Frustrations

Accessibility

It took two days and three people to tell her how to access the actual portal.

Support

Once Alex found the form, she still didn't know how to answer some of the questions, and some of the questions didn't even apply to her.

Core Traits

Tech-Fluent

Alex is an early adopter of new technology and is comfortable with cross-platform experiences.

Flexible

Alex can pick up new skills easily and doesn't mind change.