User Persona

A comprehensive view of your target customer's needs, behaviors, and brand relationships

Core Profile

Name: Ana Ramírez

Age and gender: 38 yo, female

Job: Continuing Education Coordinator

Income range: 300 000 - 350 000 MXN

Location: Mérida, Yucatán, México

Background

Short bio: Ana Ramírez is a seasoned Continuing Education Coordinator at the Faculty of Accounting and Administration (FCA). For the past eight years, she has been the operational basis of the department.

Lifestyle and values:
Organized & Prepared: Ana's love for order extends beyond work.
A Quiet Enthusiast: She is an avid reader, mostly of historical fiction and organizational psychology books.
Deeply Values: Reliability and Trust.
Motivated by: Quiet Impact.

Professional context:
Her role is defined by orchestrating chaos into order. She manages the complete lifecycle of 15-20 simultaneous programs, each with its own instructor, list of applicants, payment records, and attendance sheets.

Audience Insights

Goals:
- Short-term goals:
  - Master the new platform's workflow
  - Clean up the active event catalog
- Long-term goals:
  - Leverage historical data for planning
  - Become the department's workflow expert
- Key drivers and priorities:
  - Efficiency and control
  - Reliability and trust

Barriers:
- Practical challenges:
  - Incomplete Data Migration or Legacy Records
  - Instructor reluctance to new processes
- Emotional frustrations:
  - "The spreadsheet was faster"
  - Loss of personal ownership
- Obstacles to success:
  - Lack of peer adoption

Behavior and Personality

Personality traits:
- Methodical
- Dependable
- Resilient / adaptable

Tech proficiency:

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> *My job is to make sure every course runs smoothly from the first announcement to the last grade. I need one reliable place to see everything: who's enrolled, who has paid, and what's coming up next.*
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