



Lucy

Administrative Officer

ACTIVITIES

Lucy is 40 years old and lives in Messina. She has worked as administrative secretary in one of the biggest schools of her city for 15 years. She loves being very precise and concrete.

GOALS AND DESIRES

Lucy, being very punctilious, would like to efficiently administrate the school, dealing with the bureaucracy required by this task. She would like to manage enrollments of students, communicate with parents and help supporting the principal. To do so, she wishes to interface with a digital infrastructure rather than paper sheets.

DIGITAL TOOLS



NEEDS

- Lucy needs a web platform to deal with bureaucracy stuff;
- Lucy needs to communicate to families in an efficient way;

OBSTACLES AND FRUSTRATIONS

- Difficulties in dealing with a huge number of paper sheets.
- Lucy finds it hard to inform parents about very important official communications.



**Leadership is doing
the right things;
management is doing
things right.**