

Persona 2: Terrence (Super Store board member)



Role: Active Board Member of Super Store Corporation

Age: 56

Gender: Male

Education: MBA

Goals:

- Wants quick clear and credible updates
- Wants to ensure financial stability and make company more efficient
- Wishes to end fraud and abuse of company policy
- Prefers data-driven decision making
- Needs large fonts (poor eyesight)

I am interested in any idea that will make this company more efficient

Terrence is a conservative, highly connected and financially-oriented board member. He feels a responsibility for ensuring the financial stability of the company. Is borderline obsessed with finding “efficiency” in business operations, where ever it may exist.

Challenges and Needs:

Terrence has heard anecdotal reports of the company discount policy being abused. He is interested in learning if discounted sales are resulting in more or less profitable sales, and how much the company is profiting or losing based on discounted sales.

Context:

Monthly board meeting. There are 15 people in the audience looking at a big screen across a large room and also have a printed summary (handouts).