# New Hire Persona & Journey Map

## Persona: Jordan Williams

- \*\*Role\*\*: Marketing Associate

- \*\*Background\*\*: 5 years in mid-sized companies, first time joining a fully remote startup.

- \*\*Demographics\*\*: 32 years old, based in Atlanta, GA.

- \*\*Goals\*\*:

- Get up to speed quickly without being overwhelmed.

- Build strong virtual connections with team.

- Deliver first task by end of week one.

- \*\*Frustrations\*\*:

- No structured onboarding.

- Too many tools with little guidance.

- Hard to know “who does what.”

- \*\*Needs\*\*:

- Clear roadmap for first 5 days.

- IT + HR setup support.

- Dedicated “buddy” to answer questions.

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## Journey Map: Day 0–5

### Day 0: Preboarding

- Email with welcome note, tech setup checklist, and buddy introduction.

- Access to HR portal for documents.

### Day 1: Welcome & Orientation

- 30-minute Zoom welcome with manager + HR.

- Review company playbook (values, communication norms, tools).

- Confirm Slack + Notion access.

### Day 2: IT & Collaboration Tools

- Walkthrough of Zoom, Notion, Slack.

- Complete HR forms.

- Shadow buddy in daily standup.

### Day 3: Team Integration

- Intro to team workflows (Kanban board, sprint tools).

- One-on-one with direct manager.

- Small “icebreaker” activity.

### Day 4: First Small Task

- Assigned simple project task (low-stakes).

- Debrief with buddy for feedback.

- Document questions in shared FAQ sheet.

### Day 5: First Task Completion

- Deliver task to manager for review.

- End-of-week check-in with HR and buddy.

- Share reflections in Slack “#wins” channel.