

Do

I'm a senior partner in a legal practice in a medium market town in England. My specialism is company law and I work mostly with small and medium enterprises in the local area.

Outside of work, I enjoy horse riding and socialising.

I'm married and have two school-age children.

Feel/Think/Believe

My work is very busy, as I usually handle several cases at once. While I have a personal assistant who handles a lot of my calls and email, I'm frequently in direct contact with multiple clients over the course of a week, mostly by phone and email.

While I'm pretty well organised and do manage to stay on top of all this, I do find it quite trying when I'm trying to concentrate on something to get a lot of interruptions, which can happen.

I enjoy switching off at the end of the day and getting back to my family. I have a dedicated work mobile phone and that gets switched to do not disturb mode out of hours, so only emergencies get through to me.

My name is
Usha



Age: 43

Gender: Female

Technology Experience

I would say that I'm competent with technology, it's an essential tool to do my job and organise my life. It's also a useful way to stay in contact with extended family.

I'm a moderate user of social media, both in a personal and professional capacity. Most of my family and friends use Facebook to some degree and a lot of things that I'm involved with are organised there, so I need to use it for that. I'm reticent to share too much information about my family and personal life online though. My practice maintains a Facebook page and Twitter account and I try to tweet reasonably regularly to maintain my professional profile. I also use LinkedIn, mainly as a way of making and maintaining business contacts.

I depend on my smartphone and laptop when I am out of the office; I tend to use a desktop in the office. I use phone and email a lot for my work, but I also increasingly use conferencing tools such as Skype and Webex to interact with clients (I will use whatever the client has a preference for, if they have one).

Problems

Being interrupted by incoming messages and notifications when trying to focus on something.

Maintaining multiple social media channels (professional & personal) and staying on top of these.

Needs

Ways to manage/intercept interruptions coming from multiple sources.

A more holistic approach to multiple social media sources, to manage both incoming and outgoing information.

Ability to make a distinction between work and personal technology, particularly for interruptions.

Existing Solutions

Has a (human) personal assistant.

Existing functionality provided by social media platforms.

Uses different mobile phones for work and personal.

'Do not disturb feature' on phone.