



SoSE Personas

February - 2020



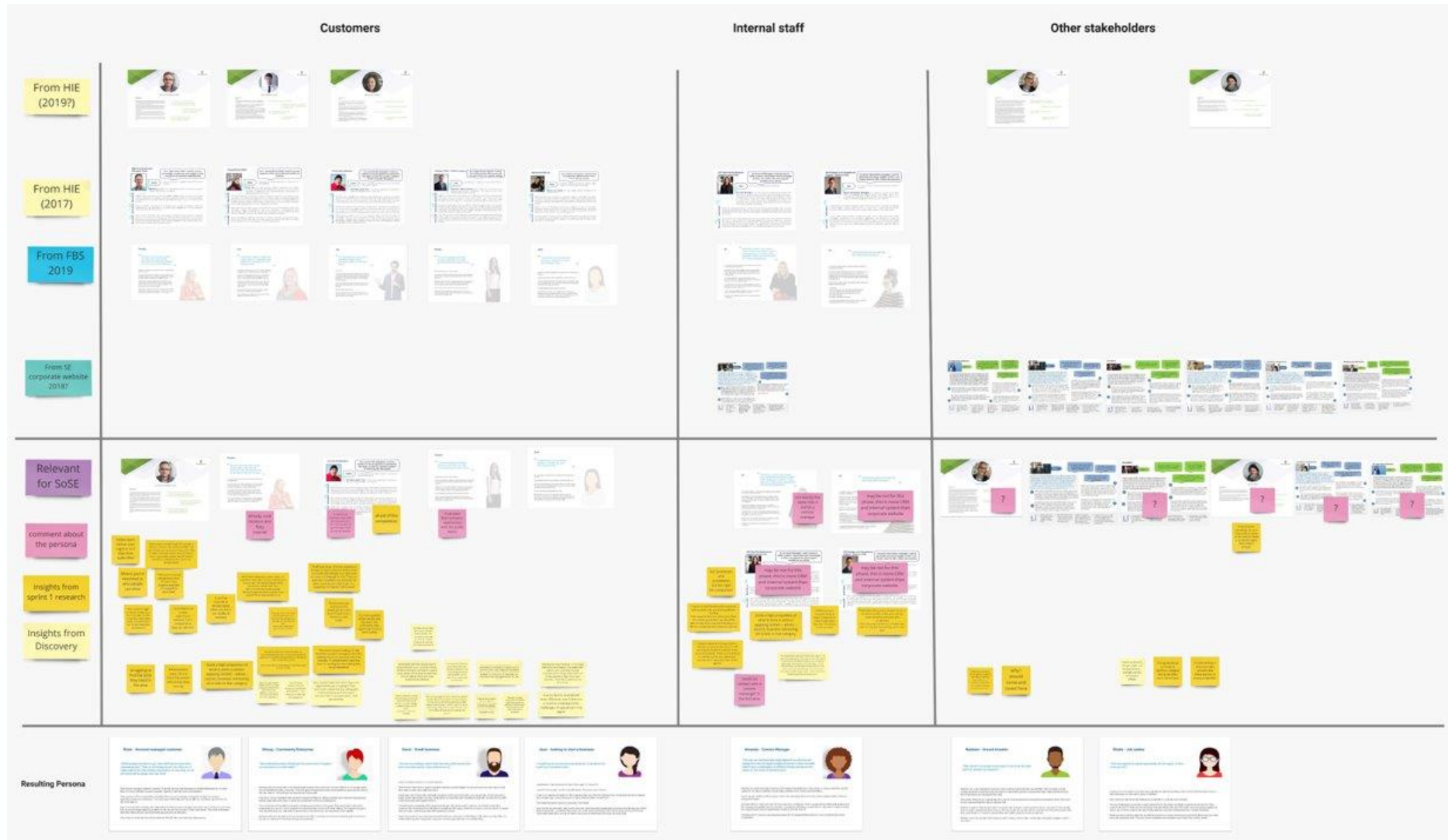
We have re-used personas from other relevant projects

- Highlands and Islands Enterprise (HIE) website (2017 and more recent) because the regions have great similarities
- Find Business Support (FBS) 2019
- Scottish Enterprise (SE) Corporate website project (2018)

We have added insights gained from the Discovery research phase and research done during the early Beta phase which involved:

SE account managers in the SoSE region, members of SoSEP, organisations, start-ups, and established organisations.





Brian - Account managed customer

"Skilled people are hard to get, they will have to come from somewhere else. There is no infrastructure. Our office is a 3 mile walk to the train station, and there is no bus stop, so we are restricted to people who can drive"



This account managed customer employs 15 people and has been managed by Scottish Enterprise for 10 years. Brian keeps in touch with his account manager regularly to get advice and direction.

He could not afford an apprentice initially but his account manager coordinated the sharing of 2 apprentices between 5 companies. This is the type of flexibility and 'can do attitude' that Brian expects from the new SoSE agency.

Brian is worried about keeping the relationship with his account manager once SoSE starts. The account manager ensures the connections are made between the council, the chamber of commerce or other businesses. His account manager really understands what their needs are and have given really good advice over the years.

Brian recently contracted an inner ear infection that left them with temporary hearing loss.

Morag - Community Enterprise

"My community project should get the same level of support as a business or a sole trader"



Morag is part of a group with a community based project, converting a post office into a co-working space, which will benefit the wider community. The community benefits from good infrastructures such as broadband and proximity to the train station. The building is sitting empty at the moment.

She needs revenue funding to hire a project manager but there is nothing available at the moment. Morag hopes that an organisation like theirs will be supported by the new SoSE agency.

There are some well qualified retired members in their group. They want to give back to the community, and can do a lot to progress the project but do need some hand-holding. The support they get is very disjointed and they need to have access to someone who can help them knit everything together.

Morag would like to be able to pick up the phone and talk to someone. Out of hours would be good as she has a day job, so only has time during evenings and weekends.

David - Small business

"I'm sure we could get some help from the public sector, but I don't see what exactly they could do for us"



David is a finance director in a small business.

He is aware that there is support available that they could be eligible for, but don't have any clear idea of what they need so have never really look into it.

David puts a lot of hours into running the business so this just seems like a very low priority. In his experience, public sector organisations are slow, cumbersome, bureaucratic and frustrating to deal with. So they feel very little incentive to seek what support there is.

Considering the complexity of the support landscape, they would want to speak to an enterprise specialist, someone who understands the challenges of operating in the region, either face to face or over the phone, or maybe even via video conferencing when the broadband is sorted.

David lives and work in a rural location and the internet connection is often unreliable, on the phone or in the office. It's really frustrating when things take a long time to load, especially when it's a simple task.

Jean - looking to start a business

"I would love to run my own wee business. It would not be much but it would be mine."



Jean lives in the SoS area with her 3 kids, aged 12, 15 and 18.

Jean left school aged 16 with no qualifications. She never had a real job.

There is no internet connection in the house and she can't afford a mobile phone. The landline was disconnected about 6 years ago. Every penny goes on basics like rent, electricity and food.

The family has had to resort to food banks a few times.

Now that the kids are older, Jean would love to be more financially independent, but knows that finding a job will be almost impossible. Jean thinks she could earn some income providing home hair dressing services in the local community where there are lots of retirees who would be interested. They know and trust Jean.

Amanda - SoSE Comms Manager

"The way we communicate really depends on what we are saying and who the target audiences are but it does normally need to be a combination of different things just due to the nature of the South of Scotland area."



Amanda is a comms manager for SoSE and lives in the South of Scotland area. She creates or review content for specific audiences on various channels: social media, website, press release and newsletters.

Day to day job involves writing and managing original content for various channels, using plain English.

Amanda needs to ensure that the Communication Strategy for SoSE is supported by stakeholder analysis and the mapping of available comms channels. For example, when events are promoted, it is essential that this is done via the right channel which will be dependant on what / who it is for.

Amanda works in a busy, noisy open plan space and is frequently interrupted so it can sometimes be hard to concentrate.

Nadeem - Inward investor

"Why should I come and invest here? It has to be the right place to operate our business"



Nadeem has a well established business and is looking at global growth opportunities. His company currently operates outside the South of Scotland area and want to locate their business in an area that offers high potential and has the infrastructure and the people with the skills they need.

The quality of life and the opportunity to be part of a thriving business community is important to him. He wants to feel reassured that the region is right for that.

Nadeem's goal is to find the best place to operate their business, make a profit and grow. They want to see exactly how the region would allow them to do so. But they would also be interested in seeing a list of specific projects that they could invest in. It could be conservation and creative projects as well as business.

Nadeem had a car accident in his twenties, and is using a cane to walk. On bad days, he really struggles to walk or use the stairs.

Elodie - Job seeker

"This new agency is a great opportunity for the region, I'd love to be part of it"



Elodie is from the South of Scotland area originally but after high school, could not find the right course to stay in the area, so went to study in Glasgow.

Now she misses her family and friends and would like to come back and live there.

The new SoSE agency sounds like a great opportunity for the region and Elodie would like to be part of it. She would like to know if there are any vacancies that match her skills and if the salary would be good enough to be able to buy or rent a house in the area. Private renting is very high and there are lots of empty properties.

Elodie can drive, but shares the car with her partner so would need to work around this. Elodie has low vision but is still allowed to drive. She uses screen magnifiers and sometime uses Voice Over on her mobile.

