User Persona – GHG Idea

Corporate Carl

Key Attribute

Add adjectives to describe this persona

- Concise
- Boring
- Serious

Short Description
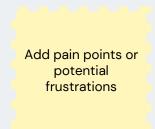
Add phrases to bring this persona to life

- Part of older generation, so needs data to be easily digestible
- Being corporate is his passion in life, so dashboard should not be too frivolous in design
- He just got promoted to ESG VP of the company he works for, so he needs information regarding greenhouse gas emissions in the U.S.

Needs

Add the persona's reasons for taking this particular journey

- Since Carl just got promoted, he doesn't know too much information about the ESG of Waystar, especially the emissions of the many facilities that Waystar owns.
- Carl needs an easy-to-use, simple dashboard that has all the information he needs to do well as the new ESG VP.

Challenges

Add pain points or potential frustrations

- He doesn't have any experience in the ESG field (they were understaffed, which is why he's the VP of ESG with no experience).
- He is old, so not as tech-savvy.

Opportunities

Add ways that your product or service can address the pain points

- The dashboard can help to educate Carl on the emissions of Waystar's facilities in an easy-to-understand manner, so that Carl can caught up on all ESG information that he needs to be a good ESG VP.
- The dashboard will be simple in design to create a simple experience for Carl, since he's old.

User Persona – GHG Idea

eNvironmental Nan

Key Attribute

Add adjectives to describe this persona

- Progressive
- Calm
- Sneaky

Short Description

Add phrases to bring this persona to life

- She is the CEO of a company that Carl's company is constantly competing with.
- She is much more progressive in her company's policies, and she is particularly passionate in the environmental sector.
- She found Waystar's facility emissions dashboard.

Needs

Add the persona's reasons for taking this particular journey

- She plans to use this dashboard to get insider information on Waystar's facility emissions; with that information she can leverage it to make her own company look better than Waystar.

Challenges

Add pain points or potential frustrations

- She's pretty outdated, which means that the dashboard should have easy-to-use interactive features.
- She needs to gather information quickly before she gets caught by Waystar.

Opportunities

Add ways that your product or service can address the pain points

- The dashboard will have a simple, yet effective, design that will help Nan to navigate the dashboard very easily. This will help Nan to get valuable insider information very quickly before she gets caught.
- The dashboard will have easy UI features that will help Nan to easily use the feature, no matter how outdated she is.