# SARAH THOMSON

HR OF “ABC TECH”

Demographics

|  |  |
| --- | --- |
| **Gender:** | Female |
| **Age:** | 35 |
| **Title:** | HR Manager |
| **Education:** | MBA |

Goals

User-friendly cloud website service

User determining security level.

Customization of the account

Unlimited cloud storage

Expectations

Security Features

User-Friendly Interface

Customization Options

Responsive TPA Support

Previous Experiences

Initial Skepticism

Learning Curve

Remote Accessibility

Data Security Reassurance

Frustrations

Data Security Concerns

Limited Resources

Lack of Collaboration Tools

Inefficient Processes

Motivations

Efficiency and Productivity

Success and Recognition

Collaboration and Communication

Professional Growth

Background Description

Sarah is a seasoned HR professional working for a medium-sized company with approximately 200 employees. She has been in the HR field for over a decade and has seen various technological advancements reshape the industry. Sarah takes pride in her work and is always looking for efficient ways to streamline processes and improve productivity within the HR department.

Expectations

Robust Security Features

Intuitive User Interface

Scalability and Performance

Transparent Pricing and Cost-Effectiveness

Previous Experiences

Initial Skepticism

Learning Curve

Remote Accessibility

Data Security Reassurance

Frustrations

Data Security Concerns

Limited Resources

Lack of Collaboration Tools

Inefficient Processes

Motivations

Efficiency and Productivity

Success and Recognition

Collaboration and Communication

Professional Growth

Background Description

Alex is an experienced project manager working for a mid-sized technology company. With over a decade of experience in project management, he has successfully led numerous projects ranging from software development to product launches. Alex is highly organized, detail-oriented, and adept at managing multiple tasks and teams simultaneously.

# ALEX MATHEW

PROJECT MANAGER OF “XYZ Ltd”

Demographics

|  |  |
| --- | --- |
| **Gender:** | Male |
| **Age:** | 30 |
| **Title:** | Project Manager |
| **Education:** | MS |

Goals

User-friendly cloud website service

User determining security level.

Customization of the account

Unlimited cloud storage

Expectations

Simplicity and Ease of Use

Free or Affordable Pricing

Sufficient Storage Space

Reliability and Data Security

Previous Experiences

Limited Exposure

Introduction to Cloud Storage

Basic Usage

Occasional Technical Issues

Frustrations

Fear of Losing Important Data

Technical Complexity

Limited Storage Capacity

Security Concerns

Motivations

Enhanced Productivity

Data Security and Protection

Learning and Skill Development

Simplicity and Ease of Use

Background Description

Sam is a freshman in college, embarking on his academic journey with limited experience using technology for educational purposes. While he is enthusiastic about learning and eager to succeed, Sam may feel overwhelmed by the complexities of managing digital resources and navigating online tools.

# SAMUEL JOHN

GRADUATION STUDENT

Demographics

|  |  |
| --- | --- |
| **Gender:** | Male |
| **Age:** | 25 |
| **Title:** | Student |
| **Education:** | Degree |

Goals

User-friendly cloud website service

Free or Affordable pricing

Customization of the account

Unlimited cloud storage