

USER PERSONAS

ONEWEEKPM EXERCISE



THE PROBLEM

Organizations want employees that are self motivated and are constantly equipping themselves with new knowledge to improve both their skills as well as general knowledge, however, this is seldom the case. Most times, company resources such as internal learning libraries are underutilised.

- Why does this happen?
- How can we motivate employees to use the available resources?

AMANDA - THE MILLENNIAL – NEW HIRE



- 22-27 years old
- Mobile First
- Constantly on chat apps like Whatsapp, Snapchat
- Seeks out new experiences – Talking points in conversation
- Travelled after graduation before searching for a job
- Very confident yet has a short attention span
- Spends quite a bit on lifestyle items (i.e. expensive coffee, latest gadgets, latest movies)
- Watches lots of YouTube
- Needs constant engagement by manager to stay engaged
- Takes lots of public transport to get around
- Listens to music or scrolls through Facebook watching silly cat videos during transit

Values

Ambitious
Learning
Making a difference

Fears

Getting bored. Getting left behind as peers progress in their careers.

Goals/Aspirations

Being able to manage a project on her own.

JOHN – THE MIDDLE MANAGER



- 28-35 years old
- Looking to climb the career ladder
- Managing a team of 2-3 millennials
- More affluent than millennials
- Just got married/started a family
- Needs work life balance
- Just bought a car so less time spent travelling
- Listens to podcasts/business news on the radio during travel
- Never uses the Learning Library in the organisation because there's too much content in there and he's not sure what is relevant

Values

Accountability
Camaraderie
Ambitious

Fears

Being overlooked for a promotion. Looking stupid in meetings.

Goals/Aspirations

To manage a larger team with a revenue responsibility