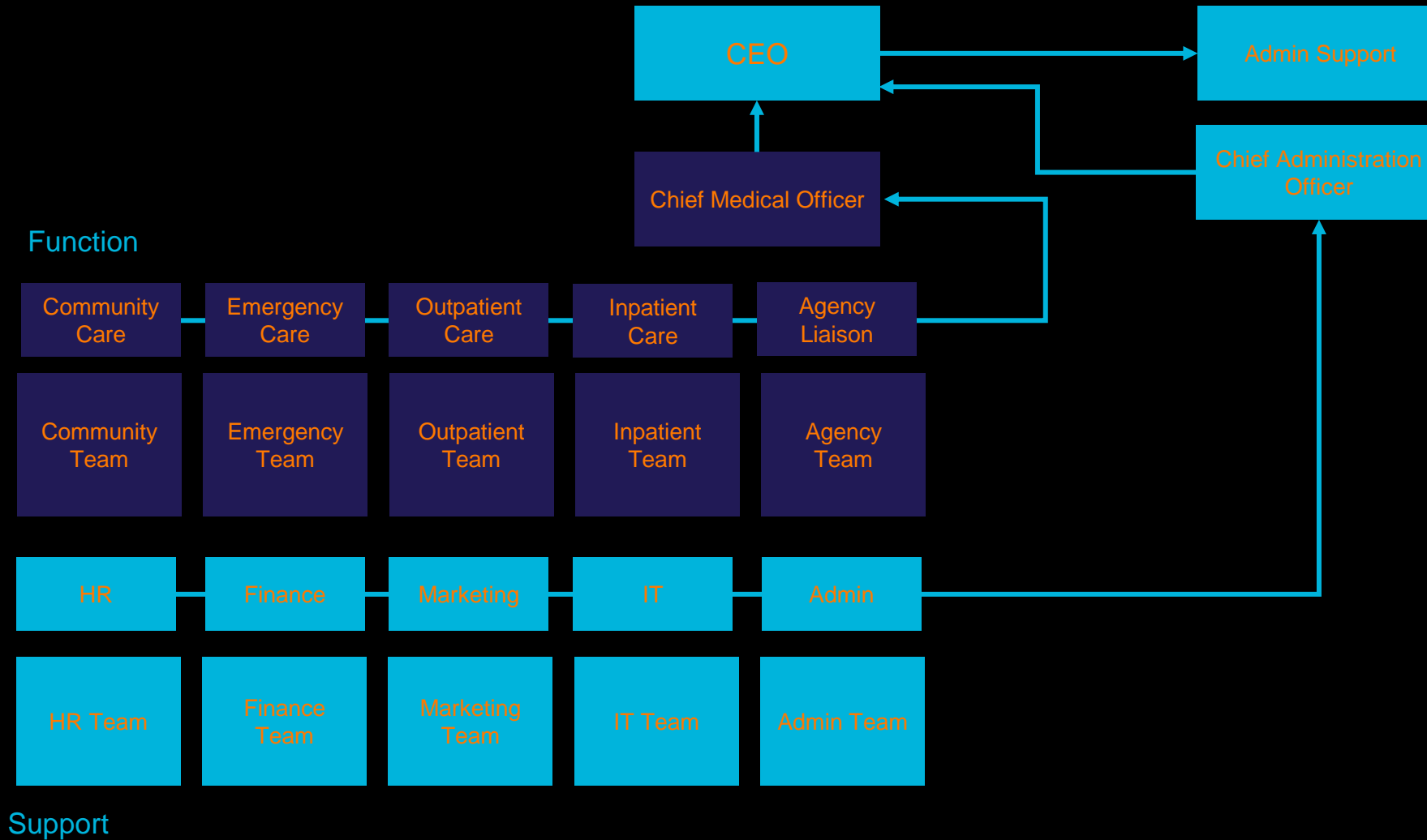# Persona Investigations

As organisations move forward to a more consumer based consumption of IT, it is important to better understand the requirements of each user so that they can more successfully complete their tasks and meet work outcomes.

This persona investigation will help to better align device(s), connectivity, applications and compute platforms.
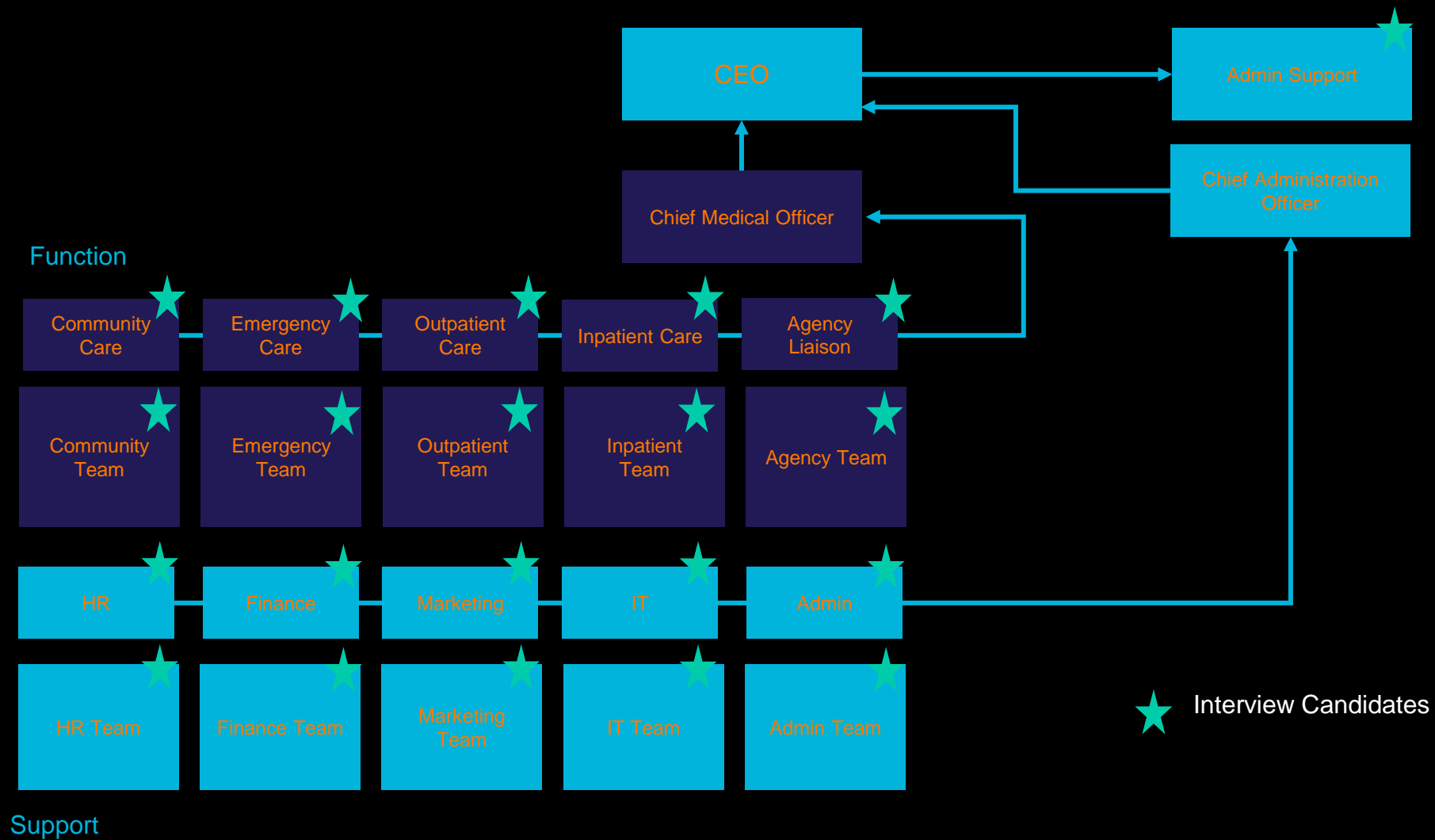
In so doing user experience can be improved and costs better understood and managed

Improved User Experience, Costs better understood

Typical Organisation Structure (Healthcare)

Typical Organisation Structure (Healthcare)

CEO

Admin Support

Chief Medical Officer

Chief Administration Officer

Function

| Community Care | Emergency Care | Outpatient Care | Inpatient Care | Agency Liaison |

| Community Team | Emergency Team | Outpatient Team | Inpatient Team | Agency Team |

| HR | Finance | Marketing | IT | Admin |

| HR Team | Finance Team | Marketing Team | IT Team | Admin Team |

Support

★ Interview Candidates

Interview Outline

Introduction
A Day in the Life
Challenges
Future
Summary

PERSONA CONVERSATION TOPICS (do not use as questionnaire)

Name:
Gender:
Business Line:
Department:
e-mail address:

Part I: Introduction
- Number of service years?
- Part-time / full-time ?
- Work /life Balance?
- Can you give a description of the company and your own part in it?

Part II: Present situation
"How does your working day look like and in what way does the IT device(s) supports your work? "
    Topics:
        o What
            + Data (view/generation)
            + Applications
                □ Top 5
                □ Standard applications
                □ Company specific apps
                □ Expert apps
            + Non corporate IT means (Dropbox, Facebook, email)
            + Communication
                □ Face2face
                □ Phone(mobile or landline)
                □ Mail
                □ Lync
                □ SMS/ Whatsapp/etc.
        o Where
            + Mobility (fixed or flexible --> per day?)
                □ Locations
                □ Do you prefer a certain location, department, floor, room, desk
                    ® If so, why?
                □ External address (partners, customers, public, home, traveling)
            + Offline
        o When
            + Working hours
        o Why
        o With
              • + Devices
            + Printer
            + Other peripherals
        o Who (cooperation, teams, project, groups)
        o Security (data, content, access)
        o IT device use (on different locations (meeting, traveling)?
        o Pen or digital?
        o Mobile phone (private or company?) Type and preference (iPhone/Microsoft)

e regarding IT means?"

y? (how often do you ask for / need help?)
s) (how many disturbances)
t organized?
sponse time?
nce) are problems solved (quickly and in the first contact?
cation) are you informed about progress?
bout changes in your workspace (freq., impact, improvement, disturbance)
with changes that disrupted your work/ made you change your working habit?
e extra (IT / product) training?
rtain learning style?

mitations; How does an ideal future IT solution look like?"
at NHS looks like in about 2 years?"
in five years' time?

deas how communication around workspace changes can be improved?
in participating determining workspace portfolio / future workspaces?

rspective)?"
you want to achieve?"

o Create draft Personas based on interviews (IT)
o Verification of Personas (business and interviewees)
o Construct Roadmap for future situation
Recurring verification during otap phases

A better understanding of 'A Day in the Life'

Understanding the Personas

Pain Points

Real Knowledge

Critical Success Factors

insights

Profile Assessment

About Kate …..
Kate started work at Quantum as a school leaver and joined the shop floor as an assembler.
She showed great organisational skills and so was promoted to Stock Control. When an opportunity arose in Logistics Kate competed for the role and , due to her company knowledge and developing management skills won the post

Day in the Life ….
Kate runs a team who manage the logistics both inbound and outbound for Quantum. This is a critical role as Quatum has a just in time strategy for bringing parts to site for assembly and also for delivery of pumps this requires fast flows of information.
Kate runs a team and needs to know immediately if there are any changes to delivery times or new orders
Some of her systems are paper based

Logistics

Pain Points
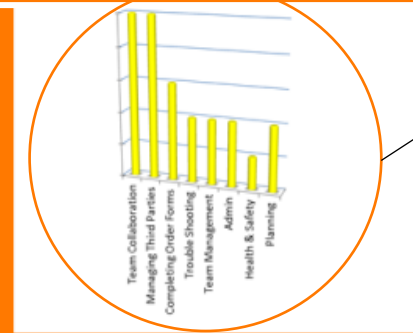
Goals
Meeting schedules
Signoff of Deliveries
Outbound order Delivery
Management of Third Parties
Health and Safety

Tasks
Ordering delivery schedules
Liasing with Stock Control
Liaising with Suppliers
Communicating to her team
Health and Safety in the Warehouse

Summary of Personas

Persona Scope

Stage 1
- Set requirements, objectives and time line
- Select interview group,
- Determine time per interview, interview subjects, planning,
- Check (customer) needs for interview (privacy, video conferencing setup, spare time)

Resources and Information needed
- Stakeholder list
- Organization chart,
- Number of employees/ business unit, department, division and per location
- Employee list
- Application list
- Digital devices in use (type and number)