

Create the perfect adaptive digital workplace – personas



 **Workspace365**

Everything simplified.

What are personas?

A persona is a characterisation of a certain type of user who works in your organisation. By mapping the personas, you find out what the needs and challenges are of your employees. Based on this, you can design the digital workplace that is even more relevant for the employee.

Key differentiators

- Applications
- Position
- Job goals
- Mobility
- Collaboration & communication
- Technical skills
- Devices
- Needs
- Challenges



Steve Support

Age: 28

Position: Medior helpdesk employee

Mobility: Low

Collaboration: High

Technical skills: High

Devices:  



Goals:

- Reduce the response time of a support ticket
- Decrease the number of repeat questions
- Contributions to the organisation's knowledge base

Challenges:

- Time pressure to answer tickets
- Dealing with a service outage
- Serving multiple customers at the same time

Needs:

- Better sources of information for customers
- Automate more processes
- Insights into ticket statistics

Communication:

- Email 
- Phone 
- Chat 

Information sources:

- Intranet
- Frankwatching
- Tweakers

Applications:

- **Cloud:** TOPdesk, Softphone and Teamviewer
- **Onprem:** Exact Globe

Annie Admin

Age: 24

Position: Financial administrative employee

Mobility: Low

Collaboration: High

Digital skills: Medium

Devices: 



Goals:

- Booking, processing and checking invoices
- VAT returns

Challenges:

- Work with multiple versions of a document
- Having to log in to each application

Needs:

- Clear overview of all information
- Easy access to organisational news

Communication:

- Email 
- Phone 
- Chat 

Information sources:

- Intranet
- AFAS
- Exact

Applications:

- **Cloud:** AFAS, Microsoft 365, and Outlook
- **Onprem:** Exact Globe

Bob Business Developer

Age: 30

Position: Senior Outside Sales employee

Mobility: High

Collaboration: High

Digital skills: Medium

Devices:  



Goals:

- Schedule and maintain appointments
- Achieving targets


Challenges:

- Limited access to documents outside the office
- Organise time efficiently

Needs:

- Have a clear overview of leads, calendar, and email on a mobile device

Communication:

- Email 
- Phone 
- Chat 

Information sources:

- Salesforce
- Microsoft 365
- LinkedIn
- Organisation news

Applications:

- **Cloud:** Salesforce, Microsoft 365, Outlook and PandaDoc

Gemma Graphic Designer

Age: 32

Position: Senior Graphic Designer

Mobility: Low

Collaboration: High

Digital skills: High

Devices: 



Goals:

- Understanding and working out the customer's wishes
- Optimise corporate identity

Challenges:

- Lacks a good program to keep track of and register ideas

Needs:

- Better internal knowledge base in terms of terminology

Communication:

- Email 
- Phone 
- Chat 

Information sources:

- Behance
- Dribbble
- Pinterest

Applications:

- On-prem: Photoshop, Illustrator, and InDesign

Mark Marketer

Age: 29

Mobility: Medium

Digital skills: High

Position: Senior Marketer

Collaboration: High

Devices: 



Goals:

- Writing blogs
- Making videos
- Measuring the results of sales campaigns

Challenges:

- Manage and remember many marketing tools
- Having to log in to each application
- Track progress and analytics

Needs:

- Dashboards of marketing figures
- Clear project system

Communication:

- Email
- Phone
- Chat

Information sources:

- CMO.com
- Competitor news feeds
- Organisations news

Applications:

- **Cloud:** Hootsuite, Mailchimp, Google Analytics
- **Onprem:** Photoshop, and Illustrator

Carrie Care Worker

Age: 37

Mobility: High

Digital skills: Low

Position: Nurse

Collaboration: High

Devices:  



Goals:

- Improve patients' quality of life
- Efficiently share and work together in files




Challenges:

- Little time to work on patient files
- Switching between different applications

Needs:

- Unambiguous mobile workplace
- Better access to organisational communication

Communication:

- Email 
- Phone 
- Chat 

Information sources:

- ONS Nedap
- Vilans KICK
- External news

Applications:

- **Cloud:** ONS Nedap, AFAS en Vilans KICK

Tony Teacher



Age: 38

Position: Mentor and English teacher Secondary Education/A-level

Mobility: High

Collaboration: High

Digital skills: Low

Devices:  

Goals:

- Preparing students for university
- Schedule time as efficiently as possible

Challenges:

- Switch to digital education

Needs:

- Better means of communication between teachers and students
- Clear workplace for students and teachers

Communication:

- Email 
- Phone 
- Chat 

Information sources:

- Zermelo
- Magister

Applications:

- **Cloud:** Zermelo, Magister, and Microsoft 365

Define your personas together?

At Workspace 365, we believe in simplifying the digital environment to help employees achieve their ultimate work focus. Our personalised digital workplace provides centralised access to all your necessary applications, company information, and personal documents. We integrate everything into one interface, seamlessly connecting legacy and cloud applications to enhance collaboration and create a unified digital experience. With Workspace 365, you can access your workspace from anywhere, at any time, and on any device.

Feel free to contact us if you would like help creating personas or any other aspect of introducing a brand new adaptive digital workplace to your organisation.

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