



Mohit

Age: 52
 Job title: Executive
 Family: Married
 Location: Ashburn, VA
 Characteristics:

- Strategic
- Visionary
- Loyal
- Impatient

About:

Mohit is an executive that oversees the entire program. He has worked for the organization most of his career and carries a lot of valuable knowledge. He is highly respected by his colleagues and likes meeting frequently with the division leads to maintain awareness across the organization. Mohit has a hard time adapting to new technology changes but does his best to learn despite getting frustrated. Being a technology organization, he strongly believes in the need for technology in the workplace with a workforce full of technical-minded talent.

Goals / Needs

- Conducts multiple status calls across different workstreams
- Develops and communicates strategic vision for teams
- Preparing for and attending back-to-back meetings on time

Preferences / Routines

- Arrives in the office at 7:30am and parks car near garage elevator
- Enjoys private, personal office to call into meetings
- Prefers to walk around and move while on calls

Frustrations

- Workstream leads are located on different floors
- Technology tools are complex and not user-friendly
- Cluttered workspaces
- Difficult to recruit, hire, and retain top technology talent

Scenario #1: Recording Ad-Hoc Brainstorming Session

	Open Email/Calendar	Meet Ad-Hoc	Conduct Brainstorm	Dial In Colleague	Share Recording
Stage					
Activities	<ul style="list-style-type: none"> • Open computer and auto-connect to Wi-Fi • Check email and view calendar for upcoming meetings 	<ul style="list-style-type: none"> • Contact colleague via instant message • Inform colleague to come to their office 	<ul style="list-style-type: none"> • Conduct brainstorming session in office • Draw on whiteboard to showcase vision 	<ul style="list-style-type: none"> • Video dial-in a remote division lead • Share vision on physical whiteboard • Record session for future sharing 	<ul style="list-style-type: none"> • Save recorded session locally • Send recorded brainstorm session to someone on leave
User Goal	<ul style="list-style-type: none"> • Receive latest emails in inbox • Track meetings calendar • See urgent items flagged 	<ul style="list-style-type: none"> • Direct colleagues are located nearby so that hallway conversations can happen easier 	<ul style="list-style-type: none"> • Office space and seating for small group • Clean, decluttered office space 	<ul style="list-style-type: none"> • Readily include remote coworkers on ad-hoc meetings • Maintain awareness across virtual organization 	<ul style="list-style-type: none"> • Able to share meetings and outputs • Maintain awareness for folks on leave
Pain Points	<ul style="list-style-type: none"> • Large attachments load slowly or are stripped • Calendar does not always sync automatically 	<ul style="list-style-type: none"> • Direct reports are not on the same floor 	<ul style="list-style-type: none"> • Office supplies are not replenished (e.g., markers) • Personal office is too small 	<ul style="list-style-type: none"> • Webcam is difficult to move around and position • A/V quality is choppy at times 	<ul style="list-style-type: none"> • Unfamiliarity with technology interface • Recordings are not automatically saved to computer
Org Goal	<ul style="list-style-type: none"> • Provide fast, reliable Wi-Fi • Provide user-friendly connection and access to email and calendar 	<ul style="list-style-type: none"> • Facilitate efficient collaboration through office arrangement 	<ul style="list-style-type: none"> • Readily provide supplies to facilitate productive meeting • Provide office space conducive for small group productivity 	<ul style="list-style-type: none"> • Accommodate virtual collaboration for in-office employees 	<ul style="list-style-type: none"> • Empower knowledge sharing across organization • Ensure interoperability of technology



Laura

Age: 34
 Job title: Product Manager
 Family: Married, Kids
 Location: Washington, D.C.
 Characteristics:

- Organized
- Focused
- Productive
- Hardworking

About:
 Laura is a mid-level product manager in charge of approximately 100 employees working for PEO DHMS and lives a few metro stops from the office. She is returning from her maternity leave and frequently finds herself needing short breaks to recharge. Most recently, she took over the planning and execution of a monthly PEO DHMS all-hands meeting for over 200 people. The all-hands will require virtual attendance and audience participation, so she wants to engage them in new, innovative ways. Laura needs space to both plan and execute the all-hands meetings.

Goals / Needs

- Facilitating all-hands meeting across multiple workstreams
- Running efficient scrum meetings within workstreams
- Flexible seating options for individual and group work

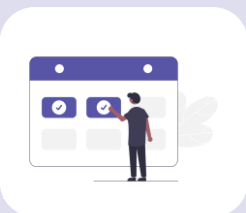
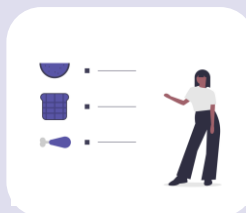


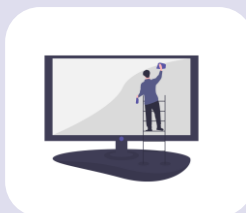
Preferences / Routines

- Typical work hours from 8:00AM – 4:30PM
- Decompresses/meditates between meetings
- Relies on quick food/snack options at office or at home

Frustrations

- Unreliable Wi-Fi/cellular connectivity
- Crowded and delayed public transit
No comfortable, private space for nursing in office
- Distractions when working virtually at home
- Lack of virtual IT support

Scenario #2: Hosting Scheduled All-Hands Meeting

	Reserve Space	Pre-order Food	Set Up Space	Host Meeting	Clean Up
Stage					
Activities	<ul style="list-style-type: none"> • Filter by room size / accommodations • Reserve available room for needed time block 	<ul style="list-style-type: none"> • Assess food/drink options • Select food/drink package • Request on-site support 	<ul style="list-style-type: none"> • Check-in/confirm reservation upon arrival • Prepare room for meeting activities 	<ul style="list-style-type: none"> • Present content • Execute breakout activities • Facilitate interactive brainstorming • Record session 	<ul style="list-style-type: none"> • Check-out/confirm completion of reservation • Clean up room prior to next team
User Goal	<ul style="list-style-type: none"> • Find suitable room for attendee count • Prepare virtual teleconferencing options 	<ul style="list-style-type: none"> • Accommodate all participant preferences 	<ul style="list-style-type: none"> • Claim room reservation • Limited room adjustments and preparation needed 	<ul style="list-style-type: none"> • Uninterrupted, smoothly operated meeting • Virtual and in-person participation 	<ul style="list-style-type: none"> • Host and attendees can get to next meeting quickly
Pain Points	<ul style="list-style-type: none"> • Lack of room availability for large groups • Limited rooms with required accommodations 	<ul style="list-style-type: none"> • Unclear where to find menu • Unclear how to order food • Lack of options to accommodate diets 	<ul style="list-style-type: none"> • Previous meeting running over • Seating setup is not suitable for meeting • Difficult A/V setup without right ports 	<ul style="list-style-type: none"> • Quiet audio and lagging video for virtual attendees • Limited virtual and in-person participation 	<ul style="list-style-type: none"> • Time it takes to clean up prior to next meeting
Org Goal	<ul style="list-style-type: none"> • Provide suitable spaces based on ongoing demand 	<ul style="list-style-type: none"> • Ensure attendees are comfortable and content 	<ul style="list-style-type: none"> • Ensure room vacancy on arrival • Ensure room is prepared as requested 	<ul style="list-style-type: none"> • Enable large meeting success for group productivity and connectedness 	<ul style="list-style-type: none"> • Ensure smooth transition prior to next meeting • Track when rooms become available



Brian

Age: 44
 Job title: Trainer/Integrator
 Family: Divorced; Kids
 Location: Arlington, VA
 Characteristics:

- Creative
- High-Spirited
- Driven
- Empathetic

About:

Brian is a senior technical training and testing specialist. He is a “road warrior” who spends approximately 50% of his time traveling to deliver trainings or perform on-site integration testing for customers. In addition, Brian hosts virtual trainings for coworkers on these developed products. Since the products are deployed nationwide, he requires the ability to partner with others for technical curriculum design and development, product demonstrations, pre and post-training support, and integration testing procedures. Brian needs the ability to accommodate all potential training and testing requests, whether remotely or in-office.

Goals / Needs

- Facilitating large, in-person or online trainings for customers and employees
- Conference rooms that support 50+ people
- Training guide development and in-depth product/testing documentation

Preferences / Routines

- Visits multiple floors each day to interact with colleagues
- Bikes to work, relying on back racks for storage
- Likes to have a variety of food options for lunch
- Enjoys team sports after work

Frustrations

- Bland, mundane office space design and layout compared to other sites
- Long elevator wait times / hard to navigate floors quickly
- Common areas are consistently dirty
- Slow virtual connection speeds

Scenario #3: Collaborating Virtually

	Connect Remotely	Access Tools	Live Edit	Share Screen	Control Versions
Stage					
Activities	<ul style="list-style-type: none"> • Open device and connect to local Wi-Fi or hotspot • Access Government VPN 	<ul style="list-style-type: none"> • Access productivity suite and collaboration tools • Sign in with credentials 	<ul style="list-style-type: none"> • Open existing shared documents • Directly edit files • See ongoing edits of other users 	<ul style="list-style-type: none"> • Virtually connect with multiple team members • Allow teammates to see screen while talking and editing 	<ul style="list-style-type: none"> • Finalize new version after series of group edits • Share latest version with customers
User Goal	<ul style="list-style-type: none"> • Access Government network anywhere, anytime • Fast connection time and high speeds 	<ul style="list-style-type: none"> • Utilize tools anywhere, anytime • Access non-local documents anywhere, anytime 	<ul style="list-style-type: none"> • Contribute asynchronously • Push updates live from anywhere • See updates live from anyone 	<ul style="list-style-type: none"> • Live communication and demonstration of content • Clear video and audio transmission 	<ul style="list-style-type: none"> • No loss of changes across all team members • Clear tracking of past versions
Pain Points	<ul style="list-style-type: none"> • Slow local wireless connection • Limited cellular service for hotspot • Failed VPN connections 	<ul style="list-style-type: none"> • Certification selection is unclear • Unsuccessful permission access despite correct credentials 	<ul style="list-style-type: none"> • Updates override or conflict causing lost changes • Lag time between changes made 	<ul style="list-style-type: none"> • Screen is delayed or choppy for viewers • One-sided editing / limited viewer contribution • Hard to see content 	<ul style="list-style-type: none"> • Lost or overridden changes • Format errors • Wrong version shared
Org Goal	<ul style="list-style-type: none"> • Access Government network anywhere, anytime • User-friendly process for employees 	<ul style="list-style-type: none"> • Secure access permissions • Increase mission productivity anywhere, anytime 	<ul style="list-style-type: none"> • Secure access permissions • Enable productivity and collaboration anywhere, anytime 	<ul style="list-style-type: none"> • Secure access permissions • Allow collaboration anywhere, anytime 	<ul style="list-style-type: none"> • No loss of workforce effort • Seamless tracking of changes



Maryna

Age: 23
 Job title: Designer
 Family: Single
 Location: Reston, VA
 Characteristics:

- Innovative
- Ambitious
- Reliable
- Dreamer

About:

Maryna is a young, new, talented User Experience Analyst who is just joining the organization. She still lives at home with her parents and drives an electric car. In her previous role, she split her time between working closely with the communications team, designers, and supporting stakeholders with setting product requirements. When she is not juggling her time with colleagues, Maryna likes to find a quiet place to herself in order to focus on her work, whether it be at her home office, in an office pod, small office space, or a barstool near a window in the lounge area.

Goals / Needs

- Creative space with multiple monitors to develop wireframes
- Open individual spaces to focus on her work
- Grow her network by connecting with as many people as possible

Preferences / Routines

- Takes breaks to interact with colleagues in common areas
- Packs lunch and eats with coworkers in common spaces
- Utilizes quiet rooms for calls
- Enjoys cooking in free time

Frustrations

- Limited individual rooms at office
- Lack of EV charging stations at office
- Limited available fridge space
- Expensive parking garage options
- Amount of waste observed in the office space

Scenario #4: Onboarding/Orientation (Virtually or In-Office)

	Submit Clearance	Receive Credentials	Obtain Equipment	Onboard to Role	Get Tool Access
Stage					
Activities	<ul style="list-style-type: none"> • Populate user forms to apply for clearance • Receive updates on progress 	<ul style="list-style-type: none"> • Obtain credential card • Receive personal account information • Set pins and passwords 	<ul style="list-style-type: none"> • Coordinate pick up or shipping of equipment with IT • Receive and log in to new device(s) 	<ul style="list-style-type: none"> • Meet and engage with team • Receive and read through onboarding material • Understand role 	<ul style="list-style-type: none"> • Request and receive access to productivity and collaboration tools
User Goal	<ul style="list-style-type: none"> • User friendly form submission process • Fast turnaround time 	<ul style="list-style-type: none"> • Quickly receive credentials • User-friendly process to set passwords 	<ul style="list-style-type: none"> • Quickly receive equipment to perform job and meets role needs 	<ul style="list-style-type: none"> • Form connections with team • Establish clear role expectations • Understand org goals and mission 	<ul style="list-style-type: none"> • Quickly get access to the right tools to collaborate with team and execute role responsibilities
Pain Points	<ul style="list-style-type: none"> • Unclear submission forms • Slow turnaround time • Limited visibility into progress 	<ul style="list-style-type: none"> • Slow turnaround time to receive credentials 	<ul style="list-style-type: none"> • Old outdated equipment doesn't meet needs • Slow turnaround time to receive equipment 	<ul style="list-style-type: none"> • Unclear who to meet and engage • Lots of scattered content to find and read • Uncertain role 	<ul style="list-style-type: none"> • Uncertain who the account admins are to contact • Unclear the set of tools utilized by the organization
Org Goal	<ul style="list-style-type: none"> • Clear new team members quickly and correctly through process 	<ul style="list-style-type: none"> • Secure organization and access permissions • Quickly get new members required credentials 	<ul style="list-style-type: none"> • Enable productivity of workforce • Minimize lost mission time 	<ul style="list-style-type: none"> • Quickly get new employees up to speed • Ensure comfort of new workforce through onboarding 	<ul style="list-style-type: none"> • Enable productivity of workforce • Minimize lost mission time



Chuck

Age: 27
 Job title: Developer
 Family: Single
 Location: Arlington, VA
 Characteristics:

- Reserved
- Unforgiving
- Stubborn
- Punctual

About:

Chuck is a star developer who can program in multiple languages. He prefers to spend most of his day with his head down and focused on developing applications. He is in a wheelchair so prefers to stay in generally the same area all day. Chuck is new to the organization and is still adjusting to government work. He gets frustrated that the product team does not explicitly tell him what to build and it results in multiple demos throughout the day to ensure he is on track. Chuck is constantly getting distracted by his loud work environment and results in him working long hours before he can finally leave for the day.

Goals / Needs

- Develop complex back-end solutions to support client needs
- Requires detailed development requirements
- Needs quiet space to concentrate
- Requires wheelchair accessibility

Preferences / Routines

- Typically works remote but comes to office occasionally
- Packs healthy lunches and eats at desk
- Takes breaks outside to get fresh air
- Enjoys watching movies

Frustrations

- Home and office equipment is slow and monitor has low resolution
- Difficulty navigating unfamiliar office floors
- Limited personal connection in virtual environment

Scenario #5: Completing Ad-Hoc Assignment and Demo

	Receive Urgent Task	Demo to Colleague	Complete Task	Submit Time	Pack Up
Stage					
Activities	<ul style="list-style-type: none"> • Receive notification of new task • See urgent deadline • Add to running task list 	<ul style="list-style-type: none"> • Pull up nearby chair for colleague to sit • Demo functionality on second monitor 	<ul style="list-style-type: none"> • Finalize task • Send completed task to assignee • Mark task as completed 	<ul style="list-style-type: none"> • Access timekeeping system • Submit time for the day 	<ul style="list-style-type: none"> • Unplug computer from equipment • Pack up personal items and computer • Secure work materials on site
User Goal	<ul style="list-style-type: none"> • Stay informed of new tasks • Keep assigned tasks prioritized • View assigned deadlines 	<ul style="list-style-type: none"> • Have access to additional seating • Have sufficient desk space • Have ability to readily present 	<ul style="list-style-type: none"> • Complete full intent of task efficiently • Inform assignee when complete 	<ul style="list-style-type: none"> • Interface with fast, easy-to-use platform • Require minimal learning curve 	<ul style="list-style-type: none"> • Have ability to carry personal equipment • Have secure option to store sensitive materials on site
Pain Points	<ul style="list-style-type: none"> • Managing multiple tasks for several projects • Receiving last minute, unclear assignments 	<ul style="list-style-type: none"> • Unable to fit multiple monitors • Demos at desk can be disruptive to other workers 	<ul style="list-style-type: none"> • Applications and tools run slowly in parallel • Tracking status of tasks is tedious 	<ul style="list-style-type: none"> • Forget to submit time daily / weekly • Unclear how to categorize time spent working 	<ul style="list-style-type: none"> • Limited secure space on site to leave items • Carrying around a lot of heavy equipment
Org Goal	<ul style="list-style-type: none"> • Provide organized task management process / platform • Enable high productivity and communication 	<ul style="list-style-type: none"> • Provide space and equipment that enables employee productivity 	<ul style="list-style-type: none"> • Provide equipment and technology tools to enable completion of tasks 	<ul style="list-style-type: none"> • Routinely track all personnel and staff time • Have transparency into how personnel spend their time 	<ul style="list-style-type: none"> • Keep equipment and sensitive information secure • Maintain ergonomic best practices for carrying equipment



Morgan

Age: 41
 Job title: Military Officer
 Family: Married, Kids
 Location: San Antonio, TX
 Characteristics:

- Confident
- Disciplined
- Direct
- Dedicated

About:

Morgan is a Colonel that has been in the Army for over 20 years. She has been involved with Military Health for most of her career with a focus on enhancing military health readiness. She frequently engages with DHA and is a valuable resource to understand user needs within the Army and across the military services. She is very punctual and prefers rigid meeting agendas with clear objectives to keep conversations focused and productive. While she is all business during the workday, she enjoys getting to know peers and colleagues on a personal level at happy hours.

Goals / Needs

- Requires clear directions to navigate new building
- Needs quiet rooms to take ad-hoc, private calls from leadership
- Requires access to specific conference rooms when visiting

Preferences / Routines

- Performs best when utilizing whiteboard for brainstorming
- Prefers face-to-face meetings
- Uses ride sharing to commute
- Very active and uses the stairs
- Follows a vegan diet

Frustrations

- People distracted on devices during meetings
- Meetings without clear objectives or agendas
- Notes not captured and distributed following meetings
- Loose security protocols

Scenario #6: Accessing Building as Visitor

	Submit Visitor Form	Greet Security	Access Office	Connect Devices	Navigate Building
Stage					
Activities	<ul style="list-style-type: none"> • Receive visitor form • Populate visitor form • Submit visitor form • Receive access instructions 	<ul style="list-style-type: none"> • Greet reception • Present required identification • Notify host visitor has arrived 	<ul style="list-style-type: none"> • Receive temporary access to required areas of building • Receive visitor badge or equivalent identification 	<ul style="list-style-type: none"> • Open laptop and connect to local Wi-Fi • Access internet or own organization network 	<ul style="list-style-type: none"> • Utilize visitor badge to access stairwell doors • Utilize signs to meeting rooms • Find bathrooms
User Goal	<ul style="list-style-type: none"> • Submit visitor form as quickly as possible • Provide correct identification information 	<ul style="list-style-type: none"> • Feel welcome and comfortable with procedures • Feel safe in building • Fast host response 	<ul style="list-style-type: none"> • Receive needed access to attend meetings 	<ul style="list-style-type: none"> • Fast connection process to new network • Clear process to connect 	<ul style="list-style-type: none"> • Use optimal path to navigate to each meeting room • Access bathrooms as needed
Pain Points	<ul style="list-style-type: none"> • Unclear form fields to populate • Limited / slow communication from security office 	<ul style="list-style-type: none"> • Long, slow security lines • Unclear security process to follow • Long wait in crowded lobby 	<ul style="list-style-type: none"> • Carrying and constantly displaying physical badge 	<ul style="list-style-type: none"> • Slow connection speeds • Unknown network or password 	<ul style="list-style-type: none"> • Difficult to find and reach next meeting room quickly • Unclear signage to navigate floors
Org Goal	<ul style="list-style-type: none"> • Ensure building security by tracking expected visitors 	<ul style="list-style-type: none"> • Make visitors feel welcome and comfortable upon arrival 	<ul style="list-style-type: none"> • Limit building access to visitor to ensure building security 	<ul style="list-style-type: none"> • Fast connection time and speeds for guests 	<ul style="list-style-type: none"> • Make visitors feel comfortable and informed navigating building