

## **\*\*Sarah Detailed PERSONA\*\***

**Name:** Sarah Thompson

**Age:** 42

**Work:** IT Team Lead at a Financial Services Firm

**Salary:** \$95,000 per year

**Location:** New York City, USA

**Daily Routine:** Sarah works around 8-9 hours a day, primarily overseeing her team, managing IT projects, and ensuring system integrity. She spends about 2 hours daily on routine tasks like reporting, scheduling team meetings, and troubleshooting issues.

**Motivation:** Wants to enhance team productivity and ensure the smooth operation of IT systems to support overall business goals.

**Frustrations:** Struggles with time-consuming manual processes that hinder her ability to focus on strategic initiatives. Feels the pressure to meet deadlines while ensuring her team remains motivated and engaged.



**Interview Questions & Answers:**

**Q1: Hi Sarah, how do you feel about your current workload?**

**A: It's quite demanding. I have a lot on my plate with project deadlines, team management, and maintaining our IT infrastructure.**

**Q2: What are some of the routine tasks that you find most challenging?**

**A: A lot of my time goes into generating reports and coordinating schedules for the team. It can feel very repetitive and takes away from more critical work.**

**Q3: How does spending time on these tasks impact your overall effectiveness?**

**A: It's frustrating because I want to be more proactive in leading projects and supporting my team. Instead, I feel stuck managing small tasks that don't leverage my expertise.**

**Q4: Have you looked into any tools or processes to help streamline your work?**

**A: We use some project management software, but it still requires a lot of manual input, and I wish it could automate more of the routine aspects of my job.**

**Q5: If you could change one aspect of your daily routine, what would it be?**

**A: I would love to automate report generation and meeting scheduling. This would free up time to focus on IT strategy and team development.**

**Q6: Can you recall a recent situation where the current process was particularly frustrating?**

**A: Yes, there was a recent deadline where I spent hours preparing a status report manually. I felt overwhelmed and it delayed other important tasks.**

## Empathy Map for Sarah Thompson:

### Thoughts:

- "I need to find a way to make my team more efficient."
- "Automating routine tasks would help me focus on strategic initiatives."

### Feelings:

- Frustration from being bogged down by administrative work.
  - Pressure from tight deadlines and the need to manage team dynamics.
  - Desire for more time to innovate and lead effectively.
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### Hear:

#### From colleagues:

- *"Can you help with this tech issue?"*
- *"When will we have the project updates?"*

#### From managers:

- *"We need to improve our project delivery timelines."*
- *"Make sure your team is meeting their KPIs."*

#### From industry:

- *"Technology is evolving; we need to keep up to remain competitive."*
  - *"Automation is key to optimizing IT operations."*
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### See:

- A multitude of emails and requests from team members needing support.
- Project management tools that promise efficiency but still require manual effort.
- Reports piling up that need to be generated for management review.
- Team members feeling overwhelmed with their own tasks.

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**Says:**

- "I'm spending too much time on administrative tasks instead of leading."
- "We need better tools to help us automate our processes."

**Does:**

- Manually generates weekly reports and schedules team meetings.
  - Regularly responds to emails and support requests from team members.
  - Attempts to streamline processes but often finds herself doing things manually.
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**Pain:**

- Losing 2 hours daily to administrative tasks that could be automated.
- Feeling like she's not maximizing her leadership potential.
- Frustration with the limitations of current tools to streamline work.
- Difficulty maintaining team morale due to high workloads and deadlines.

**Gain:**

- Wants to free up time to focus on strategic initiatives and team development.
- A more efficient workflow that allows for automation of routine tasks.
- Reduced stress from administrative work, enabling her to lead her team effectively.