

****John Detailed PERSONA****

Name: John Anderson

Age: 35

Work: Project Manager at a marketing agency

Salary: \$85,000 per year

Location: New York City, USA

Daily Routine: John spends around 8 hours a day working, and 1-2 hours are spent on routine tasks like responding to emails, scheduling meetings, and managing project timelines. He's tech-savvy but often feels overwhelmed by the volume of tasks.

Motivation: Wants to free up time for more creative and strategic work.

Frustrations: Feels like he's stuck doing repetitive tasks that don't add much value to his projects. Often loses time trying to stay on top of project deadlines and team communication.



Interview Questions & Answers:

Q1: Hey John, how's everything going at work these days? Are things pretty busy on your end?

A: Yeah, it's been pretty hectic lately. We've got multiple projects going on, and managing them is starting to feel like a lot of busy work.

Q2: I can imagine! What kind of tasks are taking up most of your time right now?

A: Honestly, a lot of it is just responding to emails, scheduling meetings, and updating project timelines. I mean, I've got bigger things to focus on, but those small tasks eat up so much time.

Q3: Wow, that sounds like a lot. How much time would you say you spend on those tasks daily?

A: Probably 1 to 2 hours, depending on the day. Some days it's worse, like when we have tight deadlines and I'm constantly updating things and emailing back and forth.

Q4: That's a significant chunk of your day. How do you feel that affects your ability to focus on the bigger parts of your job?

A: It's frustrating. I feel like I could really push projects forward if I wasn't buried in the small stuff. It definitely takes away from the time I'd rather spend planning or coming up with creative ideas.

Q5: Have you tried anything to reduce how much time you spend on these routine tasks?

A: We use project management tools, and I've tried setting up email filters and automations, but nothing really takes the load off. I still end up managing a lot of things manually.

Q6: If you could change one thing about how you manage your day-to-day work, what would it be?

A: I wish I could automate the scheduling and emails. Even better, if project timelines could update automatically when things change, that would save me a lot of headaches. I just want to focus on leading the team and making sure the projects are successful, rather than handling the small, repetitive tasks.

Empathy Map for John Anderson:

Thoughts:

- "I'm stuck in the weeds with these repetitive tasks."
- "If only I could automate some of this admin work, I'd have more time for strategic thinking."

Feelings:

- Frustration from spending hours on low-value tasks.
 - Anxiety about deadlines because manual tasks slow him down.
 - Desire for efficiency and feeling overwhelmed by the volume of work.
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Hear:

From colleagues:

- *"We need you to get back to me on this email."*
- *"Can you update the project timeline for us?"*

From managers:

- *"We need you to meet the project deadlines and improve efficiency."*

From industry:

- *The pressure to use technology to be more productive.*
 - *"Automation is the future of office work."*
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See:

- A never-ending stream of emails and meeting requests.
 - Project timelines that need constant updating.
 - Tools like project management software that promise to help, but require too much manual input.
 - Colleagues also struggling to manage time efficiently.
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Says:

- "I'm spending too much time on admin tasks."
- "These project management tools aren't enough."

Does:

- Uses email filters, schedules meetings, updates timelines manually.
 - Regularly checks emails to stay on top of communication.
 - Tries to streamline processes but still manages a lot manually.
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Pain:

- Losing 1-2 hours daily on low-priority tasks.
- Feeling like he's not focusing on the strategic, high-value parts of his job.
- The constant need to manually update and manage projects.
- Not finding a solution that fully automates his routine work.

Gain:

- Wants to free up time to focus on leadership, strategy, and creative problem-solving.
- A more efficient workflow where routine tasks are handled automatically.
- Less stress from administrative tasks, more time for team management and innovative project development.