

NAME

John Anderson

KEY ATTRIBUTES

35-year-old Project Manager in NYC, tech-savvy but overwhelmed by daily admin tasks, seeking more time for creative work.

SHORT DESCRIPTION

John Anderson, a 35-year-old Project Manager in NYC, manages multiple projects at a marketing agency. Though tech-savvy, he's weighed down by routine tasks like emails and meetings. He seeks automation to focus more on strategic and creative work.



“ I’m constantly bogged down by routine tasks like emails and meetings, even though I’d rather focus on more strategic, creative aspects of my job. ”

## NEEDS

**Time efficiency:** He needs to reduce the time spent on low-value tasks like emails, meetings, and project updates.

**Automation tools:** Tools that can automate routine tasks, such as scheduling and timeline updates.

**Focus on strategy:** More time and mental bandwidth to dedicate to leadership, creative problem-solving, and strategic thinking.

## OPPORTUNITIES

**Streamline communication:** Tools or processes that can simplify team communication, reducing the time spent on email back-and-forth.

**Improve time management:** Leveraging advanced project management platforms or workflow automation tools that reduce manual input and allow for better focus on strategic work.

## CHALLENGES

**Overwhelmed by routine work:** Spending 1-2 hours daily on administrative tasks like email responses and timeline updates.

**Manual management:** Even with project management tools, many tasks still require manual input.

**Pressure to meet deadlines:** Struggles with balancing routine tasks and deadlines, which affects his ability to focus on higher-level responsibilities.