

Primary Persona (Esperanza)

Esperanza is an employee in one of our clients. She's a "user" in nGage.

Esperanza Spalding (28, single, Hartford/CT, originally from the Midwest)



Quote: "My motto is, 'Know more, do more.'"

Profession: Marketing Supervisor (\$70K/yr)

Personal Background: Marketing BS in Midwest. Graduated 6 years ago, working full-time in marketing since then. This is her 2nd year in this pharmaceutical company (Moved to CT for the job). Loves to learn new things and a fast learner. She is very into mindfulness, and hates multitasking. She's a pescatarian, considering a meat-free lifestyle in the long term. Loves watching "Silicon Valley". Has a puppy named Oogie.

Goals: Her career goal is to be a senior marketing supervisor in the next few years. She is willing to advance in her career. She believes that being in the loop is important for her career, thus she is very active in extracurricular activities such as job-related meet-ups and workshops, both for self-improvement and networking. She might use Self Registered activities. She may use an LMS more often as long as it helps her connect with others, and earns recognition from her director. She also needs access to reports.

Wants and Needs: Wants to keep in touch with what's going on while spending as little time and energy as possible.

Internet Profile: Uses mobile phone more often than her desktop. She's a speed browser. Frequently checks social media, especially Instagram and Twitter, however she's also very sensitive about her privacy. She shares posts about global warming.

Favorite Sites: Google, YouTube, Amazon, Twitter, Instagram

Technological Profile: iPhone7, iPad, MacAir, Windows Desktop (work)

History with ePath LMSs: Never used ASAP before, company is new to nGage, she got used to it. Likes social functionalities so far. Enjoys gamification because others can see she is active. Visits Discover section from time to time to see if there are any interesting Learning Activities.

Physical Issues: She's dyslexic. She has difficulty interpreting words and symbols. She also wears glasses and contact lenses.

Psychological Issues: She is a bright young woman with low self-esteem, has feelings of worthlessness. She works hard to compensate for dyslexia. She reads everything many times in order not to make mistakes. It frustrates her on a daily basis, yet she manages to keep it to herself.