

Primary Persona (Frank)

Frank is an employee of one of our potential clients. He'll be a "system admin" in nGage.

Frank Gambale (37, married, two kids, Fremont/CA, originally from the West Coast)



Quote: "I like to be organized, as it makes me feel in control."

Profession: IT Manager (\$110K/yr)

Personal Background: Studied design in Sunnyvale, CA. Graduated in 2003. Worked as a developer for a few years, switched to System Admin role in a medical personal device manufacturer company. This is his 3rd year in health services industry. Happily married to a pilates instructor. Has two daughters aged (2) and (7). Likes to work in complicated work projects. His time is very precious. Flies frequently between corporate offices spread around the country, and he uses mobile devices a lot. His favorite show is Game of Thrones.

Goals: Frank is thinking about changing his job. He wants to work for a cloud security monitoring provider company. Why? He loves security systems, and he wants to spend more time with his family. However his NDA with his company will be an issue, he will have to sort that out.

Wants and Needs: Wants to make sure he's on top of every issue before it gets worse.

Internet Profile: Uses his laptop as much as his mobile devices. Very skilled with computers. Spends around 8 hours in front of the computer everyday.

Favorite Sites: Google, Stackoverflow, Windows Live, Adobe, Dropbox

Technological Profile: Android, iPad, MacPro (work)

History with ePath LMSs: Never used ASAP before, company is a potential client of ours. He's frustrated with limited capabilities in their current LMS. He'll be a System Admin in nGage.

Physical Issues: He has diabetes. He also had a knee surgery recently. Dislikes waiting, especially in airports while standing up.

Psychological Issues: He is an intelligent man with a mild anxiety disorder. He feels panicked when he's not in control. Also, he loses temper easily, especially when his sugar levels are low. He's also a heavy drinker.