



Solution Brief

# Insight Persona Research and Development

## Background and business challenge

Transitioning to new ways of working has caused organisations to adjust their processes and methods of collaboration rapidly. With dispersed teams, new business challenges, and complex security issues, the needs of the agile workforce are evolving at lightning speed. As a result, IT organisations have to deal with a series of challenges such as maintaining employee productivity, securely managing different working environments (onsite and remote) and staying innovative while remaining compliant.

### Does your organisation:

- Fully understand how hybrid working and flexible working impacts on user experience of IT systems and tools?
- Understand the different user groups (internal and external), their needs, ways of working and expectations from their IT tools?
- Have the right IT tools for those different user groups to perform their roles in a way that is optimal for their needs, context and working environment?
- Match appropriate IT costs with different user needs and your existing and future IT solutions offered?

## Related Services

- Digital & Business Consulting Services
- Modern Workplace Services
- Cyber Security Services
- Modern Infrastructure Services

## How Insight can help

Insight's Persona Research and Development service will enable organisations to make more informed and strategic decisions around IT service offerings based on persona information.

Through a series of workshops and surveys, Insight will learn about an organisation's unique context, define persona characteristics and provide recommendations for best practice governance. Persona survey and Focus Groups will be hosted to gain more meaningful

insights and explore the key themes identified. Insight will map the detailed persona groups and present the learnings (based on the persona outputs) back to key stakeholders in the organisation. Finally, there will be a Retrospective meeting to understand feedback from the organisation and for Insight to suggest enhancements to the persona framework and how the organisation can be supported using the persona outputs for future projects.



### Kick-off

- Align project objectives, planning and organisational data



### Persona Framework

Define:

- Characteristics of a persona
- "Business Rules"
- Governance of persona catalogue book
- Method to identify persona groups to be mapped
- Select the first persona group
- Initial list of personas (based on data & assumptions)
- Create templates to be used



### One Persona Detail

- Facilitate first Focus Group
- Map one Persona Group



### Retrospective

- Review project progress
- Agree next steps



### Catalogue Elaboration

- Define questions for survey
- Distribute survey and consolidate the results
- Finalise ten personas to be mapped
- Review and update attributes and business rules approaches



### Persona Package Details

- Define questions for and facilitate ten focus groups
- Map ten Persona Groups
- Present learnings from persona outputs



### Final Retrospective

- Feedback and lessons learnt from project
- Discuss next steps

## Business Outcomes

- Allows organisations to make informed and strategic decisions around IT service offerings, based on end user information and the ability to challenge IT roadmaps.
- Gain an understanding of shadow IT usage and improve security accordingly.
- Builds strong foundation for a Change Management programme.
- Enhanced end-user IT experience, resulting in more satisfied and productive teams.
- Potential to control IT costs, optimise licensing and achieve cost savings by consolidating IT service offerings, based on end-user information.
- Able to build use cases to improve processes in the future, aligned to persona group needs.

## Why Insight?

Today, technology isn't just supporting the business; it's becoming the business. At Insight, we help you navigate complex challenges to develop new solutions and processes. We will help you manage today's priorities and prepare for tomorrow's needs.

 Global scale & coverage	 Operational excellence & systems	 Software DNA	 Services Solutions	 Data centre transformation	 Next-generation tech skills	 App dev & IoT expertise	 Insight Digital Workspace™	 Partner alignment
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For more information, please contact your Insight Account Manager.

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