

Persona Comparison

GlobalScot Members

2020

These are a mix of People & Company Personas.

This comparison outlines GlobalScot Members and Prospective Members

Stages

- Not yet a member
- Previous member (Negative)
- Previous member (Positive)
- Globalscot
- Staff (GlobalScot)

Ambition

- Ready to start exporting & wanting to export
- Exporting and wanting to enter new markets
- Exporting and wanting to grow exports

Types

- Prospective Members
- Existing & Past Members
- Globalscots
- Staff

What they are

These “**hybrid people-company persona’s**” are intended to give “**situational awareness**”.

They are quite factual but also very broad.

They tend to highlight different challenges, goals, barriers etc...

What we are concentrating on

We are looking at the...

What they are not

They are not “**pure people persona’s**”, which are used later in the design process.

People persona’s drive empathy when making design situations.

What we are not concentrating on

We have chosen to...

Newbie (SAM)

Sam is the managing director of a small but fast-growing technology business. He has **never heard of GlobalScot's** and doesn't know where to find people with specific experience of scaling a business fast who he can learn from.

Sam sees business networking as a necessary evil but he and his team **lack confidence in reaching out for help**.

He is considering expanding his businesses into **a non-English speaking market**, but he's not sure exactly what sort of help to ask for.

He is very driven and full of energy, but he's **not confident that his business is big enough to get help** from very senior business leaders.

Negative (Mya)

Mya is the founder/CEO of a motivational speaking and communications company. She used the GlobalScot service once before, but she **found the GlobalScot's to be self-important and difficult to interact** with.

She is **tired of how long she must wait for the assistance** that she requests, and she has no desire to use the GlobalScot website again.

Mya is a confident and active networker, but she **feels her demographic and unique offering can hinder her from getting her foot in the door**. She would like advice around a complicated IP issue, but she is not sure where to get it. She is known as a specialist in her field and has a reliable workforce around her, but she would like to be taken more seriously as a woman in foreign markets and wants to elevate her business profile internationally.

Positive (Jordan)

Jordan is the founder of a large data analytics company based in Edinburgh.

When he was considering **expanding his company's services into the USA**, his **SE account manager connected him with Elaine, a GlobalScot** who is the CEO of a data services company in San Francisco.

Elaine introduced Jordan to some key influencers in the Californian tech industry, which led to his company securing a collaboration with an American company.

Jordan now wants to expand his business into the China, but the language barrier and cultural differences are proving to be a challenge.

Goals

- Find people who can help him scale his business quickly
- Expanding into Non-English speaking market/s
- Looking for help
- Validate that his business is big enough to be worth helping

Goals

- Getting IP advice
- Elevating her business profile overseas

Goals

- Jordan now wants to expand his business into the China
- He uses LinkedIn occasionally, but he would prefer for someone set up one-to-one connectionn for him rather than spending time searching for networking partners online.

Barriers

- Doesn't know where to get advice
- Lack of confidence
- Not sure if his company is big enough to be worth helping (Uncertainty)

Barriers

- Getting Mya to engage with the network again after having a negative experience
- Ensuring that when she posts a question, she won't be left without an answer

Barriers

- Lack of time
- Does not want 100% DIY service
- Language barrier and cultural differences are proving to be a challenge
- His account manager has moved on and he's not sure how to access the GlobalScot service without her support.
- He uses LinkedIn occasionally, but he would prefer for someone set up one-to-one connection for him rather than spending time searching for networking partners online.

Opportunities & Solutions

- Allow him to ask questions about expanding into non-English speaking markets and scaling a business, either to the wider business community or directly to global business leaders
- Creating a marketing plan that increases awareness of the GlobalScot network in the Scottish business community through a variety of channels
- Designing a friendly, engaging platform that encourages conversation
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Opportunities & Solutions

- Allows her to ask questions about IP issues, either to the wider business community or directly to global business leaders
- Allows her to raise her business profile by connecting with businesses both locally and globally
- Marketing that shows how the new network offers new ways to connect and collaborate with businesses
- GlobalScot staff can monitor requests for help and questions posted to the community feed, and intervene if questions aren't getting answered

Opportunities & Solutions

- Design an intuitive platform that makes it easy it is to find, search for and connect with GlobalScot's, as well connect with the wider business community
- Getting Jordan to self-serve on the network
- Give him access to GlobalScot's based in China who can help answer his questions
- Allow him to chat with other Scottish businesses who have expanded into China and get their advice