

# Persona Comparison

## GlobalScots & Staff

### 2020

These are a mix of People & Company Personas.

This comparison outlines GlobalScot Members and Prospective Members

#### Stages

- Globalscot
- Staff (GlobalScot)

#### Ambition

- Wanting to help Scottish Companies
- Wanting to help Network members and GlobalScots

#### Types

- Globalscots (Active)
- Globalscots (Inactive)
- 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...

## Active GS (CAROL)

Carol is the CEO of a financial services company in Milan.

She is an **active GlobalScot who is currently helping multiple businesses.**

Carol likes how **being a GlobalScot helps expand her business network** and find new ways to collaborate with others.

She often engages with companies that need help, but **she is rarely kept up to date with the impact of her help.** She would like to be able to see the value of her input.

She isn't invited to many GlobalScot events, so she **sometimes she doesn't feel as valued as longer-standing GlobalScot's.**

Carol would be keen to **help businesses who are earlier in their business journey, like start-ups.**

## Innactive GS (NEVILLE)

Neville is an inactive GlobalScot who is **retired and living in Singapore.**

He sits on multiple business and cultural boards.

Neville doesn't have much contact with his account manager anymore, so he **doesn't feel as connected to the GlobalScot network.**

However, he feels that if he was **matched with the right companies,** he could use his experience to help them succeed.

He would love to **bring Scottish cultural businesses to Singapore.**

Neville **doesn't feel confident interacting online and doesn't use social networking sites.** However, he **enjoys the social events** that are held for GlobalScot's.

## Staff Member (JANET)

Janet is a member of the **GlobalScot team at Scottish Enterprise.**

She helps manage the relationships with GlobalScot's and matches GlobalScot's with companies that need support.

She has been doing this role for five years.

Janet knows that the network has a lot to offer Scottish companies, but she doesn't think there is enough **awareness of GlobalScot's in the Scottish business community.**

She would also **like to see more GlobalScot's sign up in priority geographies and markets** – however, she wants to make

Janet is **wary of moving more of the GlobalScot service online** because she doesn't think that senior business people will have time to use it.

## Goals

- Help businesses who are earlier in their business journey, like start-ups.
- Feel valued as a GlobalScot
- Attend more GlobalScot events
- Expand here business network
- Be kept more up to date

## Goals

- Bring Scottish cultural businesses to Singapore
- Attend GlobalScot events
- Interact with the right kind of Scottish companies

## Goals

- Get more GlobalScot's to sign up in priority geographies and markets
- Raise awareness of GlobalScot in the Scottish Business community
- Match GlobalScots with companies that need support (or vice versa?)
- Manage these relationships
- Support the network in moving online
- Help companies achieve their goals

## Barriers

- Not feeling very valued
- Not being kept up to date
- Not getting enough Start-Up companies
- Direct Communication with companies (post support?)
- Not seeing GlobalScots events

## Barriers

- Does not feel connected to the network anymore (Has lost touch)
- Does not do “Online or Social Networking” by choice
- Relied on a personal connection that is now lost

## Barriers

- Having to change the way she works
- Senior business people may prefer to phone their account manager rather than do everything online
- Worries around too many new members damaging (diluting) the integrity of the network

## Opportunities & Solutions

- Design a network that allows for easy connection and conversation between GlobalScot's and companies
- Ensure that Carol can see how the time she spends mentoring companies and offering advice is having an impact
- Ensure that Carol feels part of an inclusive network
- Ensure that she see's all the GlobalScot events that are happening, so she can join in and feel connected to the network
- Allow Carol to specify the preferred Business Stage of company referalls

## Opportunities & Solutions

- Getting Neville online
- Getting Neville to feel connected to the network again
- Help him connect with Scottish companies looking to expand to Singapore
- Give him opportunities to connect with other GlobalScot's
- Make the interface as easy to use and intuitive as possible, so it's not intimidating to Neville
- Send communication to Neville to let him know about the changes to the network and how it can help him connect

## Opportunities & Solutions

- Make it easier for her to interact with network members
- Make it easier for her to track and report on GlobalScot activity
- Make the self-service model work to help more companies, and GlobalScot's connect, which will help grow the network (And meet company objectives)
- Helping Janet to support the network to move online
- Staff ability to vet and approve new GlobalScot's (Integrity)