

# Manager Persona



**Name:** Sofia

**Age:** 40 Years

**Occupation:** Superintendant

## Bio

Sofia has been in the construction industry for 20 years. She has seen a lot of change in her industry, and is enthusiastic that new technology innovations can help her team in the consistent changing environment.

She takes pride in knowing his crew of 15 workers, and fairly assigning tasks that they're capable of completing.

## Pain Points

- Workers missing important notifications
- Getting buy-in for technology platforms
- Lack of trust that the workers will follow-through

## Goals & Needs

- Clear communication about project details
- Needs daily reports on work status
- Wants to built trust with workers