# Ethan Engineer

SaaS Software Persona

**Age:** 40

**Job:** System Engineer

**Income:** £59,000

**Family:** married

**Location:** Birmingham, UK

male

married

urban

father

Mnemonic AI

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## Bio

Ethan is a 40-year-old system engineer from Birmingham. He works for the NHS as a system engineer. He misses the days when he used to spend time working on the systems themselves. Ethan often complains that he just uses his computer for PowerPoint and writing emails since he moved up to his management position.

He is the father of two girls, who are his pride and joy. At first, he felt indifferent about both girls taking up football, but now he is at every game and has to restrain himself from shouting at the referee! He was born and raised in Birmingham and is proud of the city and his working class roots.

Ethan is a frequent social media user and uses it to share his thoughts, pictures of his daughters or just for fun.

## Needs

Ethan was chosen to sit on the board, where he has responsibility for the decision to implement a new customer contact system. While he knows that the current system is held together by daily maintenance, he hates sitting on boards. He is concerned that management will opt for the cheapest solution and it will fall to IT to fix the problems that will likely occur.

He compares changing contact centre software with open-heart surgery and is concerned that the current pandemic isn't the best time to be making such a crucial change.

## Go-To:

- **APIs:** Ethan oversees APIs for a plethora of different systems and knows from experience how fast these can change. Can the new software integrate with all of the necessary APIs, at what costs, and how well are these documented?
- **Adaptability:** How fast can the system be altered and customized to their needs? The NHS has strict rules governing patient data, even low-level data like name and phone numbers. He doesn't yet know what changes to privacy legislation will be required post- Brexit. Will the software be up to the job?
- **Quality:** He is on friendly terms with a number of frontline workers. He knows they often deal with older patients and those with accessibility needs. How well will the system meet the needs of users like these?

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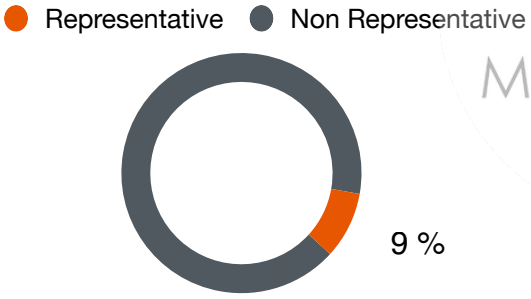


The persona Ethan is representative for 9% of the data.
Total data amounts to 47,000,000 data points.

## Interests

***Video Games***
Ethan loves playing video games, especially Fifa. He has been a gamer since the early 90s and doesn't think
he'll ever grow out of them. He often reflects on how much the quality of the games has improved and is looking forward to further advances in the future.

***Dr. Who***
Ethan has watched Doctor Who for as long as he can remember. He would love to have a Tardis statue in the house, but his wife won't let him! He thinks David Tennant was the best Doctor and argues passionately on social media about episodes and cast.

### Emotions

***Anger*** - Ethan is angry about being tasked with choosing the new software. He thinks it puts him between a rock and a hard place. Management will push for something cheap, and IT will have to suffer for years because of bad decisions.

***Joy*** - Talking to different vendors and seeing how much the technology has improved is the fun part for Ethan. Even if he thinks most features are unnecessary for the NHS, it is fun to play around with.

***Disgust*** - Ethan often is disgusted by how non-technical the sales people are. He wants to know the nitty-gritty technical facts and not flowery sales promises.

### Representing

Ethan represents a segment of users who understand technology and want to know how it all works, how the software will be developed over time, what each solution can and can't do. These users tend to ask pointed and harsh questions online and do not hold back with critique.

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