IBRS

Presentation

by Joseph Sweeney

Digital Workspace Personas - *Examples*

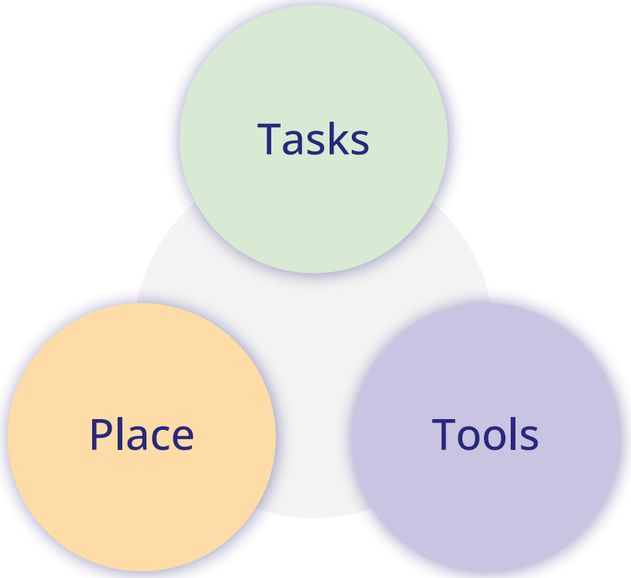
Why Develop Digital Workspace Personas?

- Better planning of eTech resources and activities.
- Provide the *right devices* for the *right reasons* at the *right price*.
- Provide the correct software to get work done, and optimise licensing.

Approach Taken

Work Context Personas

- Reviewed current documentation
- Grounded research: interviews with workforce
- Developed work context personas
  - Identified devices (tools)
  - Compared to current device investments
- Developed asset lifecycle tool



IBRS

October 2025

Work Context Persona #1

Administrative/Office

Summary

Administration and office work conducted in well-connected workplaces (to be all Wi-Fi in near future). Other workers need to be mobile within an office area, for collaboration and as our organisation moves to adopt activity-based working. Finally, some workers may work almost exclusively at one desk, moving into meetings as needed. Treating all workers within this persona as being *office mobile* brings scale and flexible office design.

These staff generally access corporate applications (increasingly web-based) and often need several applications open at one time. Computing power demands are moderate, but screen real-estate highly desired.

Work Context Persona #1

Administrative/Office

Tasks

Administrative: data entry and review of core records.

Finance: procurement, receivables, forecasting.

Preparing reports.

Responding to customers.

Place of Work

Primarily office or depot.

May have a fixed desk location, but increasingly will support office, intra-office, and activity-based working.

Tools

Goals

- Perform processes as effectively as possible.
- Liaise with customers and stakeholders, with quick access to information.
- Analyse and synthesise multiple sources of information quickly.
- Effectively collaborate with peers.

Pain Points

- Ease of moving about the office and between offices.
- Screen sizes, positioning of screens differs based on activities being performed and personal preferences.
- Aging hardware (in the past).

Demands

Core Systems	**High**
Mobility	Low to Moderate
Collaboration	**High**
Self Service	**Low**
Change Rate	**Moderate**

Device Needs

- Standardised mid-range, light laptop: secured and encrypted (no admin rights).
- Selection of desks with different screen configurations, docking stations.

Software Needs

- MS 365, EE suite
- Copilot 365

IBRS

October 2025

Work Context Persona #2

Nomadic

Summary

The Nomadic work persona is almost identical to Administrative/Office work person, with the important distinction that staff travel frequently and sometimes for extended periods.

While most their work is conducted in well-connected workplaces, they need to move between office locations and quickly connect to core services/workplace facilities once within any managed location.

These staff frequently access corporate applications (increasingly web-based). Computing power demands are moderate, while having a devices with a balance of larger screen/light weight is important.

A mobile device and mobile connectivity is a priority.

Work Context Persona #2

Nomadic

Tasks

Reviewing and working with records from core systems.

Preparing reports.

Managing staff and planning work.

Place of Work

Primarily office or depot, but also highly mobile.

Need for inter- and intra-office movement and activity-based working.

Tools

Goals

- Review processes.
- Manage teams effectively.
- Liaise with customers and stakeholders, with quick access to information no matter where located.
- Analyse and synthesise multiple sources of information quickly.
- Effectively collaborate with peers.

Pain Points

- Balancing weight and screen size of laptops.
- Access to wireless data while travelling.
- Ability to dock laptop when in different offices, due to different technologies.

Demands

Core Systems	**High**
Mobility	**High**
Collaboration	**High**
Self Service	**Low**
Change Rate	**Moderate**

Device Needs

- Ultra-light light laptop: secured and encrypted (no admin rights). Wi-Fi connectivity.
- Selection of desks with different screen configurations, docking stations.

Software Needs

- MS 365, E3 suite
- Copilot 365

IBRS

October 2025

Work Context Persona #3

Knowledge/DIY Analytics

Summary

This work persona overlaps with admin/office work persona, as some office staff will be engaged in analytics. However, this work persona is distinct in that it works with larger data sets (often in Microsoft Excel) and requires more computing power than a standard mid-tier laptop.

Knowledge and DIY analytics activities are largely performed within an office. The desire to present reports with geospatial data is increasing the need for higher-resolution screens and compute power.

Work Context Persona #3

Knowledge/DIY Analytics

Tasks

Extracting and curating large data sets from a variety of sources.

Data transformation.

Creating ad-hoc reports.

Creating data visualisations.

Place of Work

Primarily office.

May have a fixed desk location, but increasingly will use intra-office activity-based working.

Tools

Goals

- Access and export core system data for analysis.
- Analyse and synthesise large data sets quickly.
- Ensure accuracy of data.
- Explore data and discover new insights to improve the business.

Pain Points

- Performance of provisioned computers lags with large data.
- Speed of downloading/upload large data sets for analysis.

Demands

Core Systems	**High**
Mobility	**Nill to Low**
Collaboration	**Moderate**
Self Service	**Moderate**
Change Rate	**TBD**

Device Needs

- Mid-to-high end laptop: secured and encrypted (no admin rights). Higher capacity SDD.
- Fixed desk, widescreen.

Software Needs

- MS 365, E5 suite (inc PowerBI Pro)
- Copilot 365

IBRS

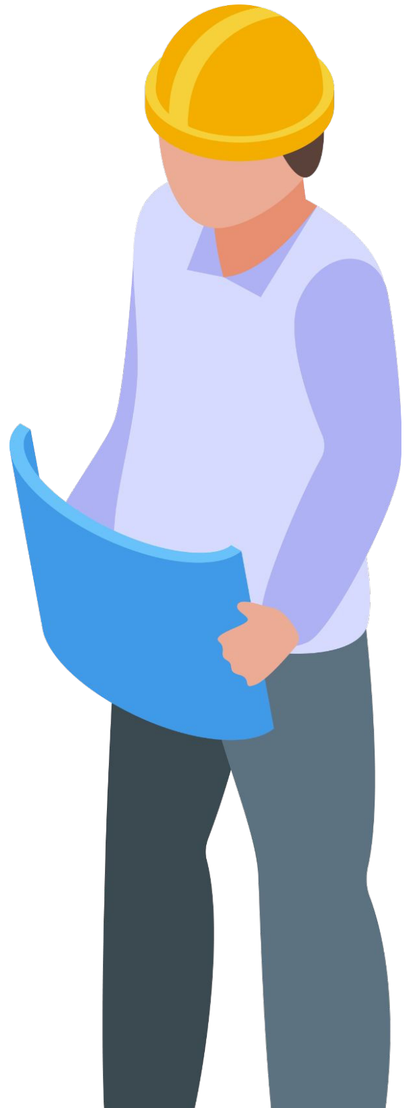
October 2025

Work Context Persona #4

Field Crews

Summary

Field crew activities are increasingly being augmented by new device forms – from mobile devices for work instructions and access to documentation at any location, to hi-resolution cameras, endoscopes, and drones.



IBRS

Work Context Persona #4

Field Crews

Tasks

Receive and act upon work order instructions.

Inspect assets.

Inspect 3rd-party assets for compliance.

Capture data.

Enter information to core system.

Place of Work

Field: wide range of locations, from urban to remote.

Vehicle.

Depots/musteroom.

Tools

Goals

- Employee & public safety.
- Efficient inspection of assets and records keeping.
- Accurate records keeping.

Pain Points

- Weight and size of equipment in the field.
- Device not (previously) fit for purpose.
- Lack of agility to adopt devices, mobile peripheral, and software innovations.
- Narrow channel for technical support with domain knowledge.
- Lack of transparency between tech group and what field workers are using.

Demands

Core Systems	**Moderate**
Mobility	**High**
Collaboration	**Moderate**
Self Service	**Moderate**
Change Rate	**High**

Device Needs

- iPads and iPhones with cases.
- iOS compatible peripherals as determined by workers.
- Battery/power solution.

Software Needs

- MS365 F3
- eForms capture software

IBRS

October 2025

Q & A

IBRS

Submit an inquiry or *schedule a whiteboard session*

IBRS

IBRS | ANALYSIS INSIGHT JUDGEMENT

IBRS is a boutique Australian ICT Advisory Company.

We help our clients mitigate risk and validate their strategic decisions by providing independent and pragmatic advice while taking the time to understand their specific business issues.

https://ibrs.com.au info@ibrs.com.au 02 4758 9111 PO Box 519, Hazelbrook NSW 2779, Australia

© IBRS 2025

All Rights Reserved. This document and its entire contents may be used for information and educational purposes only.

All images remain the property of original copyright holders.