PERSONA MATRIX

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| --- | --- | --- | --- | --- | --- | --- |
|  | Executive | Corporate Officer / Clinical Admin | Corporate Mobile | Clinical Clinic | Clinic Mobile | Support Worker |
| User Description | Highly Mobile user who tends to travel between WHT and community or non-trust sites and home | User spends majority of the time in the same office with limited travel | Highly mobile user who tends to be mobile between the hospital locations and home | Highly mobile user who tends to travel between the hospital and other trust or non-trust locations and home | User spends majority of time in the hospital and some travel in the community | User is highly mobile and travels to clinics, patient homes and a range of care meetings | User based mostly in a fixed location, large amount of time spent on the phone |
| Example role | Director, Manager, Team Leader | Medical Secretary, Receptionist | Director, Manager, Team Leader | Pharmacist, Clinician, Matron | District Nurse, Health Visitor, School Nurses | Receptionist, Service Desk, Service Centre |
| Client Device | Virtual Desktop | and/or | Laptop | Virtual Desktop | Virtual Desktop | and/or | Laptop | Virtual Desktop | Laptop | Virtual Desktop |
| Tablet | Tablet | Tablet |
| Desk Phone | Direct dial telephone number | Internal extension telephone number | Direct dial telephone number | Direct dial telephone number | Direct dial telephone number | Internal extension telephone number |
| Manager / PA configuration (Optional) | Virtual telephone | Virtual telephone | Virtual telephone | Virtual telephone | Virtual telephone |
| Mobile Device | Smart phone data sim | No Mobile | Smart phone data sim | Voice / Text mobile (if required) | Smart phone data sim | No mobile |
| Printing | Managed print service manager / PA configuration (Optional) | Managed print service | Managed print service | Managed print service | Managed print service | Managed print service |
| Office 365 | Office 365 Licence E5 / E3 | Office 365 Licence E3 / E1 | Office 365 Licence E1 / E3 | Office 365 Licence E1 | Office 365 Licence E1 | Office 365 Licence E1 |