

USER PERSONAS

Meet the Specialist

At Dell Technologies, we have redefined our commercial end-user personas to address the unique work styles and pain points of the hybrid workforce. We've eliminated the guesswork from choosing the right tools for the job with thoughtfully curated solutions tailored to each end user's needs.

Precision workstations are designed for Specialists—those in specialized and complex fields, performing analyses and detailed work. They need top performance and security options for desk productivity with the ability to work anywhere.

Specialists: motivation

Produce expert level deliverables
...

Get a sense of satisfaction and pride in seeing their projects drive outcomes
...

Are excited by the challenge to solve complex problems and deliver unique solutions

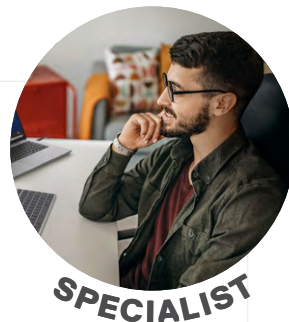
Specialists: challenges

Face challenges when setting up devices across different workspaces
...

Need to collaborate and be connected regardless of where they are
...

Work best in a clean and efficient workspace
...

Are regularly managing connectivity and power



2x

more performance applications used (compared to other personas)

15%
of the workforce

43%
work from home

