

Employee personas and example MindView recommendations





Owen

Customer Success Specialist (ADHD)



Profile

29 year old Customer Success Specialist working hybrid across email, chat and quarterly reviews; juggles renewals, health checks and hand offs to Sales and Support.

Disability Information

- ▶ ADHD (combined presentation)
- ▶ Attention regulation variability; impulsivity/restlessness
- ▶ Executive function challenges (initiating, prioritising, switching tasks); time blindness and planning fallacy; working memory limits for multi step tasks; reduced sustained attention in long meetings

Frustrations

- ▶ Multi tab sprawl: starts many items and struggles to finish; loses the big picture while deep in details
- ▶ Actions and attachments get missed during context switches
- ▶ Long, unstructured meetings drain focus; actions go missing without a single capture place
- ▶ Overestimates bandwidth, commits to too much, then rushes to deadlines with uneven pacing

Recommendation , Time & priority visibility; Planning & writing work outputs; Meeting prep & follow up

Give Owen a single visual system that turns scattered inputs into a staged, realistic plan. Map the week by outcomes (Clients, Renewals, Playbooks, Admin) and split each into

small, verb first tasks with start/due/priority and percent complete. Flip to Timeline/ Year Wheel or Gantt to rebalance workload and add buffer time to counter optimism. Use Branch Focus and Filtering to work one stream at a time; keep micro checklists in branch notes so steps don't live in working memory.

Run meetings from the map,pre map the agenda, capture decisions/actions live under the same branches, then Export the Outline as minutes. For QBRs and follow ups, storyboard in the map, validate in Outline and Export to PowerPoint/Word so drafting starts from structure, not a blank page. Standardise with templates and consistent icons/color, and limit WIP via a simple Kanban (Next / In Progress / Blocked / Done) to protect attention and drive finishes.

Key Features:

Branch Focus and Filtering for distraction free work, Task data on branches (start/due/ priority, % complete) to make plans concrete, Timeline, Year Wheel and Gantt views for visual time planning, Kanban style mapping to limit WIP and track progress, Map > Outline toggle to validate sequence before drafting, Export to Word/PowerPoint/Excel for instant deliverables, Templates with icons and color cues for predictable routines, Notes and file/ URL attachments to keep context with the work.



Pawel

Junior Analyst (Autistic; anxiety)



Profile

24 year old chemistry graduate (entering junior analyst/operations role).

Disability Information

- ▶ Autism and anxiety
- ▶ Adjusts colors to reduce stress/distractions
- ▶ Executive function challenges (planning, prioritising, switching tasks); sensory overload from busy interfaces; difficulty interpreting ambiguous instructions

Frustrations

- ▶ Time pressure/countdown interactions heighten anxiety
- ▶ Visually busy pages and ambiguous buttons/choices
- ▶ Needs consistent, predictable structure and cues

Recommendation , Time & priority visibility; Meeting prep; Research/synthesis

Give Pawel a structured, low ambiguity workflow that reduces anxiety and supports focus. Use MindView to map tasks into clear, logical branches, then apply color and icon cues for quick recognition. Add start and due dates to branches and visualise them in Timeline or Gantt views to make deadlines tangible without countdown stress. Enable Branch Focus and Filtering so he can work on one section at a time, avoiding overload. Provide templates for recurring tasks to reinforce predictability and reduce decision fatigue.

Key Features:

Branch Focus and Filtering for distraction free work, Timeline, Year Wheel and Gantt views for visual time planning, Color and icon cues for predictable structure, Templates for step by step workflows



Simone

Office Manager (Dyslexic)



Profile

41 year old office manager.

Disability Information

- ▶ Dyslexic
- ▶ Uses software that highlights text as it reads out
- ▶ Working memory limitations; slower reading speed; difficulty sequencing ideas and retaining structure

Frustrations

- ▶ Dense text and long paragraphs
- ▶ Similar/ambiguous links (e.g., multiple social icons)
- ▶ Needs clear headings, spacing and simple wording

Recommendation , Planning & writing work outputs; Presentation storyboard

Support Simone by transforming complex writing tasks into manageable steps. Use MindView to capture ideas visually and organize them into a logical sequence. Switch to Outline view to confirm flow before drafting, then export to Word with headings and a table of contents for a ready-made framework. Encourage her to use color coding and icons for navigation and built-in text-to-speech to review content audibly. This approach reduces cognitive load, speeds up drafting, and builds confidence.

Key Features:

Visual mind mapping and Outline view, Export to Word with structured headings, Color coding and icons for navigation, Built in text to speech and dictation support



Chris

Management Accountant (Rheumatoid arthritis; color vision deficiency)vision deficiency)



Profile

53 year old management accountant.

Disability Information

- ▶ Rheumatoid arthritis (prefers keyboard only, minimal mouse use; beginning voice control)
- ▶ Color vision deficiency (color blindness)
- ▶ Fatigue from physical effort can reduce focus and planning capacity; difficulty interpreting color only indicators

Frustrations

- ▶ Mouse only interactions and small targets increase physical effort
- ▶ Content distinguished by color alone
- ▶ Multi step UI increases fatigue over the day

Recommendation , Project/caseload hub; Time & priority visibility

Enable Chris to work efficiently without physical strain by using MindView's keyboard shortcuts and voice command integration. Replace color-only indicators with icons and text labels for clarity. Use drag-and-drop or keyboard reordering to restructure tasks quickly. Export task lists to Outlook or Excel for easy tracking. This workflow reduces fatigue, maintains clarity, and ensures Chris can manage complex projects confidently.

Key Features:

Full keyboard shortcut support, Voice dictation integration (Dragon, built in), Icons and text labels for non color indicators, Drag and drop branch reordering



Amira

Operations Coordinator (Stress & Anxiety)



Profile

31 year old Operations Coordinator in a fast paced services team; works hybrid, balances supplier liaison, internal updates, and weekly reporting.

Disability Information

- ▶ Generalised anxiety with periodic spikes of stress
- ▶ Heightened working memory load under pressure
- ▶ Decision paralysis and avoidance when tasks feel large/ambiguous
- ▶ Intrusive thoughts/rumination that interrupt focus
- ▶ Tendency toward perfectionism causing late starts and over editing

Frustrations

- ▶ Overwhelmed by unstructured tasks and competing requests; struggles to decide where to start
- ▶ Blank page anxiety for reports/updates; loses flow and revises repeatedly
- ▶ Meetings feel draining; actions are scattered across emails/chats with no single source of truth
- ▶ Peaks and troughs in energy make it hard to pace work and meet realistic deadlines

Recommendation — Time & priority visibility; Planning & writing work outputs; Meeting prep & follow up

Give Amira a calm, predictable planning routine that shrinks ambiguity and limits cognitive load. Start each cycle by mapping outcomes (Reports, Suppliers, Team Ops, Admin) and break them into small, verb first tasks so there's an obvious first step.

Add start/due/priority on branches and switch to Timeline or Year Wheel to pace work across the week—pull tasks forward during calm periods and protect buffer for high anxiety days.

Capture micro checklists in branch notes to avoid holding steps in working memory. For reporting, storyboard the update in the map, validate sequence in Outline, then Export to Word so drafting begins from structure, not a blank page. Run meetings from a pre mapped agenda, capture decisions/actions live on the same branches, and Export the Outline as minutes immediately, creating a single source of truth that reduces post meeting rumination.

Reuse templates for recurring updates (e.g., “Weekly Ops Report,” “Supplier Check in”) to minimise decision fatigue and keep every cycle consistent.

Key Features:

Branch Focus and Filtering for low distraction work; Task data on branches (start/due/priority, % complete) to pace workload realistically; Timeline and Year Wheel views to smooth peaks/troughs; Map > Outline toggle to validate flow before drafting; Export to Word/PowerPoint for fast, structured outputs; Templates with consistent icons/color cues to reduce decision load; Notes & file/URL attachments on branches to keep context and actions in one place.



Claudia

Social Worker (Sight impaired; magnifier + high contrast) vision deficiency)



Profile

54 year old social worker.

Disability Information

- ▶ Sight impaired (partially sighted)
- ▶ Uses a screen magnifier and adjusts colors for higher contrast
- ▶ Slower processing speed due to visual fatigue; difficulty maintaining context when scrolling; working memory strain when switching between magnified sections

Frustrations

- ▶ Losing orientation when highly magnified (excess panning)
- ▶ Low contrast text and small targets (links/inputs)
- ▶ Forms that force horizontal scrolling

Recommendation , Planning & writing work outputs; Onboarding/ SOPs

Help Claudia reduce visual strain and maintain context by using MindView's high-contrast themes and scalable text. Encourage her to break down complex processes into clear, hierarchical maps that minimise scrolling. Apply Branch Focus to isolate sections and reduce distractions. Export to Word with accessible formatting so she can review content in her preferred magnification settings. This approach ensures she can navigate confidently, retain structure, and complete tasks without unnecessary fatigue.

Key Features:

High contrast and customisable color themes, Zoom and Branch Focus for simplified navigation, Large text and scalable map layout, Export to Word with accessible formatting