



# Marcus Spencer

## Graduate Analyst, Fixed Income

*"I want to complete the training as soon as possible so that I can properly join my team and start working on existing client accounts. But I can only do the training modules when I am in the office. And because I am very busy during the day, I have to stay late or come in at the weekend to get it done."*

### Education

BA, Economics & Sociology  
University of Manchester

### Biography

Marcus Spencer has just joined the company on a one year graduate scheme contract. His undergraduate dissertation explored the implications of poor retirement planning amongst the "baby boomer" generation. He previously worked as a cashier at a local grocery store and as an administrative assistant at his parents' furniture company.

### Key Statistics

**2** years of experience working as an administrative assistant

**11** months until final appraisal to determine if he will be given a permanent contract

**12** number of graduates given permanent contracts in 2016

**19** total number of new employees hired as part of the graduate scheme

### Digital Literacy



### Digital Confidence



### Usual Work Pattern

In-office, at a desk  
Monday to Friday, 8AM - 6PM

### Modes of Transportation



### Goals & Motivations

*Client account work:* cannot work on client accounts until all company-mandated training modules have been completed and verified by line manager

*Positive appraisal:* wants to demonstrate his ability to manage existing client accounts, which will help him secure a permanent role at the end of his contract

### Needs

- Flexible training platform that allows for anytime and anywhere learning, not just in the office
- Notifications about new training requirements
- Ability to email line manager and office mentor once training has been completed

### Frustrations & Pain Points

- Must be in the office to do training
- Difficult to share training results with line manager
- Had to repeat two modules due to system glitches