

THE FOUR PEOPLE WORKSHOPR IS FOR

PLATFORM-WIDE ARCHETYPES · LEARN · STRATEGIZE · PLAN · FACILITATE · SYNTHESIZE



★ PRIMARY

Maya Okonkwo
The Working Facilitator
Revenue, the quality bar, word of mouth



SECONDARY

Devin Reyes
The Accidental Facilitator
Scale and retention



SECONDARY

Priya Nair
The First-Time Facilitator
Acquisition pipeline: the Learn phase is public



BUYER

Marcus Webb
The L&D Buyer
Budget and expansion; buys for others

Platform-wide user personas based on 15 user interviews: the primary working facilitator, the two named secondary users, and the in-house L&D buyer. Maya and Devin extend the Synthesize app personas to the whole Strategize · Plan · Facilitate · Synthesize lifecycle.

These personas are based on 15 user interviews and the results of a survey of existing Workshopr users.

WHO THE DESIGN MUST SATISFY FIRST

Design for Maya first. She is Workshopr’s primary user, she exercises the full lifecycle the north-star metric counts, she has the clearest willingness to pay, and her standards for provenance, glanceability and craft pull quality up for everyone. **Devin is the scale and retention engine:** far more Devins exist than Mayas, and his weekly cadence builds the habit, but his friction budget is tiny and his individual intent is low. **Priya is the pipeline:** the public Learn phase exists to catch her, and she grows into Maya. **Marcus is the buyer, not a user:** he funds seats for the Mayas, Devins and Priyas he employs, and the impact-and-follow-up roadmap is what turns him from watcher into customer.

A feature test that serves the whole set: if it doesn’t make Maya faster or more defensible, make Devin less likely to skip, give Priya more confidence, or give Marcus evidence he can forward, it’s probably off-strategy.

PRIORITY ORDER

- 1 Maya first.** Named primary user; she exercises the full lifecycle the north-star metric counts, and has the clearest willingness to pay.
- 2 Devin is scale and retention.** Weekly cadence builds the habit; tiny friction budget, low individual intent.
- 3 Priya is the pipeline.** The public Learn phase exists to catch her, and she grows into Maya.
- 4 Marcus is the buyer, not a user.** Funds seats for the others; impact evidence turns him from watcher into customer.

WORKSHOPR FOOTPRINT · WHO USES WHAT, BY PHASE

PERSONA	LEARN	PLAN	FACILITATE	SYNTHESIZE
Maya	Tips feed; an Academy ebook a quarter	Planner (Pro), the library, Agenda Check before every delivery	Facilitator app (Pro), Sidekick as a second screen	Synthesize after every session; DNA taken once, quoted often
Devin	A tip when it crosses his LinkedIn feed	Ready-made library workshops, lightly tweaked; hits the Pro gate on the builder	Run-mode timer for retros; a live poll to break ties	Synthesize on the FigJam board when he remembers; must be near-zero effort
Priya	Academy ebooks front to back, Tips saved daily, podcasts on the commute	Ready-made workshops as scaffolding; Agenda Check before every session	Scripts and timing cues; Intervention cards read in advance	DNA quiz taken twice and shared; synthesis is still her lead’s job
Marcus	Circulates Academy content to his team as shared vocabulary	Wants shared, standard agendas across all six facilitators	Doesn’t run sessions himself; his team does	The buyer’s phase: delivery records and impact evidence per workshop

RESEARCH GAPS: VALIDATE FURTHER

- 1 Additional interviews** with 6–8 independent facilitators: real prep and writeup hours, and what makes a recap "client-ready". (Maya’s core economics.)
- 2 Diary study** of internal leads across 3–4 retros: where synthesis actually dies, and the true friction ceiling. (Devin’s skip behavior.)
- 3 First-workshop interviews** with 5–6 people who ran their first facilitated session in the last year: where the fear concentrates, what scaffolding they reached for, who paid. (Priya is the least evidenced persona.)
- 4 L&D buyer interviews:** what evidence actually survives a budget review, and whether the Workshop Record would be forwarded upward. (Marcus’s willingness to pay is asserted, not observed.)
- 5 Funnel data:** which public surfaces (Tips, DNA, Agenda Check, Academy) convert to accounts, to validate the Priya-as-pipeline claim.
- 6 Pricing sensitivity** across the four: \$19/month reads very differently to a practice owner, a salaried PM, a junior designer and a budget holder.

MAYA OKONKWO

THE WORKING FACILITATOR · INDEPENDENT PRACTICE



"My clients never see the workshop. They see the agenda that lands before it and the recap that lands after. Those two documents are my reputation."

PERSONAL

Gender	Female
Age	38
Location	Austin, TX · delivers on client sites
Education	BA Psychology, UT Austin · IAF Certified Professional Facilitator
Role	Founder and lead facilitator, 2-person practice, 8 years
Income	\$140,000 practice revenue, variable

TECHNOLOGY

Desktop	★★★★★
Mobile	★★★★☆
Tablet	★★★☆☆

High but pragmatic: lives in FigJam, Miro, Notion, Zoom. Not a tinkerer; tools must just work on a deadline.

SOCIAL MEDIA

- LinkedIn
- Instagram
- Substack
- YouTube

WORKSHOPR FOOTPRINT

LEARN	Tips feed; an Academy ebook a quarter
PLAN	Planner (Pro), the library, Agenda Check before every delivery
FACILITATE	Facilitator app (Pro), Sidekick as a second screen
SYNTHESIZE	Synthesize after every session; DNA taken once, quoted often

DAY IN THE LIFE

MORNING

Delivery days start at 6:00. She re-reads the run-of-show she exported from Planner, checks her timing buffers one last time, and packs materials against the agenda's materials list. On site by 8:15 to reset the room: boards up, markers tested, Facilitator open on the laptop before the first participant arrives at 9:00.

AFTERNOON

She delivers. Timers, scripts and her own notes live on the laptop screen; her attention lives in the room. She captures parking-lot items as they surface and photographs every flip chart before the room resets at 3:30. On non-delivery days the afternoon is agenda work: assembling next week's session from the library, running it through Agenda Check, and taking discovery calls.

EVENING

The recap. Board export and photos go into Synthesize; she spends ten minutes editing themes into her own voice, fixes an owner on two action items, and sends the client summary before 7:00 while the session energy is still warm. Then a chapter of a facilitation ebook, and prep for tomorrow.

GOALS

- Turn every engagement into repeat business with a fast, rigorous recap **High**
- Cut agenda-building time so prep stops eating billable hours **High**
- Send the client recap the same day, every time **High**
- Position herself as a strategic partner and raise her day rate **Mid**

MOTIVATIONS

- Craft: being visibly excellent at the thing she chose to do for a living **High**
- Margin: every unbillable prep hour comes straight out of her income **High**
- Reputation: the facilitator who somehow has the recap out same-day **High**
- Reclaiming her evenings from writeups **Mid**

PREVIOUS EXPERIENCE

Before Workshopr, Maya ran her practice on a Miro account, a folder of Google Docs agendas, a kitchen timer and late nights. Agendas were rebuilt from scratch for every engagement; timing was gut feel. After sessions she re-typed stickies into a doc and hand-clustered them into themes, which cost her most evenings and occasionally a full day of turnaround. When a client asked "where did this theme come from?", her only evidence was the photo roll on her phone.

DESIGN IMPLICATIONS

- **Speed-to-draft is sacred** in every phase: agenda assembly, pre-flight, synthesis. Protect it from creeping friction.
- **Provenance is non-negotiable.** She will not send a client anything she cannot trace.
- **Editing must feel like authoring.** The AI drafts; she finishes in her voice.
- **She is the lifecycle persona.** Designed, then Delivered, then Synthesized in one connected object is her work week; the north-star metric counts her.
- **She pays \$19/month without blinking** if it saves one evening. Branded, client-facing polish is the upsell she'd fund next.

NEEDS

- A library of proven exercises she can trust under deadline pressure **High**
- Live tools that are glanceable mid-facilitation and never compete with the room **High**
- Synthesis she can defend: every theme traceable to the sticky that sparked it **High**
- A pre-flight check that catches pacing and energy problems before the room does **Mid**

FRUSTRATIONS

- Agenda design and the recap are 3–4 unbillable hours per session **High**
- Generic AI summarizers lose participants' actual words and can't show provenance **High**
- Tool sprawl: Miro, docs, a timer app and slides that don't talk to each other **Mid**
- Cookie-cutter templates that make her look like every other facilitator **Mid**

DEVIN REYES

THE ACCIDENTAL FACILITATOR · SENIOR PRODUCT MANAGER



"I'm not a facilitator. I'm a PM with a retro in forty minutes and a day job waiting after it."

PERSONAL

Gender	Male
Age	32
Location	Seattle, WA · hybrid, three office days
Education	BS Computer Science, U. of Washington · Certified Scrum Master
Role	Senior PM at a 400-person SaaS company; facilitates by necessity
Income	\$158,000 plus bonus and equity

TECHNOLOGY

Desktop	★★★★★
Mobile	★★★★★
Tablet	★☆☆☆☆

Very high: lives in FigJam, Linear, Slack, Notion. Zero patience for tools that need onboarding.

SOCIAL MEDIA

- LinkedIn
- Reddit
- X
- Slack groups

WORKSHOPR FOOTPRINT

LEARN	A tip when it crosses his LinkedIn feed
PLAN	Ready-made workshops, lightly tweaked; hits the Pro gate on the builder
FACILITATE	Run-mode timer for retros; a live poll to break ties
SYNTHESIZE	Synthesize on the FigJam board, but only if it's near-zero effort

DAY IN THE LIFE

MORNING

Dashboard, standup, backlog triage. He notices Friday's retro on the calendar and grabs a ready-made retro format over coffee, swapping one exercise and trimming it to 45 minutes. Total prep: twenty minutes, which is nineteen more than last quarter.

AFTERNOON

Meetings, then the 2:00 retro. He runs it against the timer so it actually ends on time, uses a quick poll to break a tie on what to fix first, and captures decisions as they happen instead of promising himself he'll remember.

EVENING

Action items go into Linear and the summary into the team channel before he logs off at 5:45. That's the whole point: no writeup tonight, and next retro opens by checking whether last retro's actions actually happened.

GOALS

- Run retros and planning sessions the team doesn't dread **High**
- Get decisions and owned action items recorded before the next meeting starts **High**
- Keep prep under thirty minutes per session **High**
- Look credible facilitating senior stakeholders at quarterly planning **Mid**

MOTIVATIONS

- Momentum: the same problems must stop resurfacing every retro **High**
- Not dropping the ball in front of his team **High**
- Getting time back for the actual PM job **Mid**
- A promotion case built partly on how well his team runs **Low**

PREVIOUS EXPERIENCE

Before Workshopr, Devin winged it: a copied FigJam retro template, a phone timer he forgot to start, and a Slack summary written from memory that missed half of what was said. Best case, three bullet points survived. Common case, "I'll write it up later" never happened, the board rotted, and the next retro surfaced the same three problems to the visible frustration of his team.

DESIGN IMPLICATIONS

- His friction budget is near zero.** Anything with setup loses to "I'll just wing it", which is the real competitor.
- Decisions and action items are the point;** themes are secondary. Owners and export beat narrative polish.
- He meets the product free-side first** (Agenda Check, library, Synthesize). The Pro gate on the builder is where his trial converts or dies; free-through-September is his on-ramp.
- Weekly retros make him the retention engine:** low intent, high frequency. Win his Friday and Workshopr becomes a habit.

PRIYA NAIR

THE FIRST-TIME FACILITATOR · PRODUCT DESIGNER



"Everyone assumes designers can just run workshops. Nobody teaches you what to do when the room goes quiet."

PERSONAL

Gender	Female
Age	27
Location	Singapore
Education	BA Graphic Design, Loughborough University
Role	Product designer at a digital agency, 4 years; now "running the discovery workshop"
Income	£48,000

TECHNOLOGY

Desktop	★★★★★
Mobile	★★★★★
Tablet	★★★★☆

Digital native; picks up tools instantly. The gap is facilitation craft, not software.

SOCIAL MEDIA

- LinkedIn
- Instagram
- TikTok
- Behance

WORKSHOPR FOOTPRINT

LEARN	Academy ebooks front to back; Tips saved daily; podcasts on the commute
PLAN	Ready-made workshops as scaffolding; Agenda Check obsessively
FACILITATE	Scripts and timing cues; Intervention cards read in advance, just in case
SYNTHESIZE	DNA quiz taken twice and shared with her team; journals what went well

DAY IN THE LIFE

MORNING

Agency standup, then client work. On the commute she reads a chapter of a facilitation ebook and saves two icebreakers that might suit Thursday’s kickoff. She keeps a private list of openers she’s brave enough to try.

AFTERNOON

She builds Thursday’s agenda from a ready-made discovery workshop, swaps in one exercise her creative director suggested, and runs it through Agenda Check. Two pacing warnings. She fixes both, exports the run-of-show, and rehearses her opening two minutes out loud in a booking room.

EVENING

She retakes the DNA quiz to see if her result changed (it didn’t, which secretly pleases her), scrolls the tips feed, and writes three lines in her notebook about what she’ll do differently this time: less talking, more silence, name the parking lot early.

GOALS

- Get through her first client-facing workshops without visible failureHigh
- Build a repeatable personal toolkit of exercises, openers and recoveriesHigh
- Understand her own facilitation style and lean into itMid
- Be trusted with bigger rooms: the offsite, the exec sessionMid

MOTIVATIONS

- Confidence: walking in knowing the plan holdsHigh
- Career: facilitation is the visible skill that gets designers promotedMid
- Genuine curiosity about the craft; she’s caught the bugMid
- Belonging to a community of practiceLow

NEEDS

- Scaffolding: complete workshops with scripts, timing and materials built inHigh
- A structured learning path instead of scattered blog postsHigh
- A safety check that catches beginner mistakes before the room doesHigh
- Rescue moves for the moment the room stallsMid

FRUSTRATIONS

- Advice is everywhere; sequenced, trustworthy learning is nowhereHigh
- Imposter syndrome: facilitating people fifteen years her seniorHigh
- No reps: you can’t practice on real clients, and there’s no sandboxMid
- Generic corporate training content that doesn’t match real roomsMid

PREVIOUS EXPERIENCE

Before Workshopr, Priya googled "workshop icebreakers" the night before her first session, borrowed a colleague’s deck she didn’t fully understand, and had no way to know whether her agenda was reasonable until it failed live. When the room went quiet twelve minutes in, she filled the silence by answering her own questions, and spent the ride home wishing someone had told her that silence was fine.

DESIGN IMPLICATIONS

- She is why the Learn phase is public and free. Ebooks, Tips, DNA and Agenda Check are the acquisition funnel; she arrives through them, not the homepage.
- Confidence is the product. Agenda Check’s grade, DNA’s archetype and Intervention cards all convert anxiety into a plan.
- Scaffolding must carry authority. Practitioner voice, real timings, honest warnings; she can smell filler and she’s betting her reputation on the content.
- She becomes Maya in five years. Price-sensitive personally; the agency expensing Pro is the realistic path. Losing her now loses the future primary persona.

MARCUS WEBB

THE L&D BUYER · HEAD OF LEARNING & DEVELOPMENT



"I can get budget for anything I can defend. What I can't defend is 'the workshops went well, trust me.'"

PERSONAL

Gender	Male
Age	47
Location	Chicago, IL
Education	BA Organizational Psychology, Michigan State · MEd · ATD CPTD
Role	Head of L&D, 3,000-person financial services firm; leads six internal facilitators
Income	\$175,000 plus bonus

TECHNOLOGY

Desktop	★★★★★
Mobile	★★★★☆
Tablet	★★★★★

Competent, not adventurous. Reads reports on the iPad, works in Office and the HRIS, adopts what his team proves out.

SOCIAL MEDIA

- LinkedIn
- YouTube
- Facebook

WORKSHOPR FOOTPRINT

LEARN	Circulates Academy content to his team as shared vocabulary
PLAN	Wants shared, standard agendas across all six facilitators
FACILITATE	His team runs the sessions; he observes and compares
SYNTHESIZE	The buyer's phase: delivery records and impact evidence per workshop are what he's purchasing

DAY IN THE LIFE

MORNING

Quarterly budget review with the leadership team. The CFO asks what changed after last quarter's manager workshops. He has attendance figures and a 4.4 satisfaction average, and he knows exactly how thin that answer sounds in that room.

AFTERNOON

He sits in on one of his team's workshops. It's good, but it's nothing like the one he observed on Tuesday: different structure, different quality, different follow-up, because each facilitator runs their own private system. He spends an hour with a spreadsheet trying to see the programme as a whole, and can't.

EVENING

He builds the renewal case for the leadership programme. What he wants to paste in is a record per workshop: designed by whom, delivered when, what was decided, what participants committed to, and whether any of it happened. What he has is anecdotes, and anecdotes don't survive a budget cut.

GOALS

- Defend and grow the programme budget with evidence of impactHigh
- Standardise workshop quality across six internal facilitatorsHigh
- Show the business what changed after sessions, not just satisfaction scoresHigh
- Grow the team's facilitation bench strengthMid

MOTIVATIONS

- Proving the function's worth: L&D lives one bad budget cycle from cutsHigh
- Protecting his teamHigh
- Scaling quality without adding headcountMid
- His own standing in the executive teamMid

PREVIOUS EXPERIENCE

Before Workshopr, the programme ran on spreadsheets and a survey tool. Facilitators kept their own materials in personal drives, delivery was tracked in a shared calendar, and impact meant end-of-session smile scores. Twice he assembled a renewal case from screenshots and testimonials; the second time, the budget was trimmed anyway, and he lost a headcount he's still trying to get back.

DESIGN IMPLICATIONS

- He buys the north-star metric itself.** The full Designed, Delivered, Synthesized record is the thing he can defend internally; the Workshop Record spine is his demo.
- He is a design-ahead persona, not design-now.** The impact-and-follow-up roadmap is aimed squarely at him, but team features are parked today; he cannot yet buy what he needs.
- Evidence artifacts, not dashboards:** things he can paste into a slide for a CFO.
- Sell to Marcus, design for Maya and Devin.** His team members are Maya and Devin archetypes; if the tool doesn't win them, his standardisation mandate fails and he churns.