IoTAB Personas

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Members:
Debbie Reynolds, Debra Lam, Nicole Coughlin

Persona Categories

- **Manufacturer**
- **Developer**
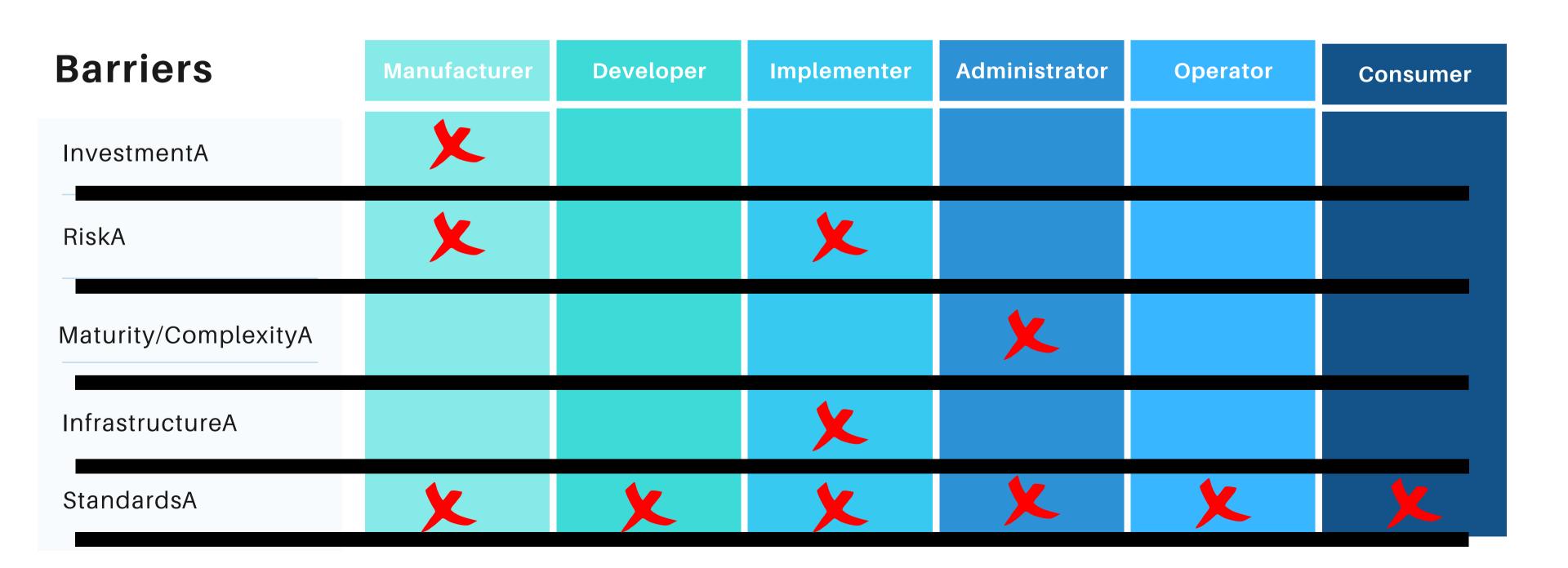- **Implementer**
- **Administrator**
- **Operator**
- **Consumer**

15 Barriers to IoT Adoption

- **Investment**
- **Risk**
- **Maturity/Complexity**
- **Infrastructure**
- **Standards**
- **Policies**
- **Access**
- **Transparency**
- **Change resistance**
- **Cybersecurity**
- **Data Privacy**
- **Legal / Regulatory**
- **Trust**
- **Training / Education**
- **Interoperability**
- **Environmental Factors**

IoTABA PersonasA BarriersAo Adoption Set A of A

Barriers	Manufacturer	Developer	Implementer	Administrator	Operator	Consumer
InvestmentA	✗					
RiskA	✗		✗			
Maturity/ComplexityA				✗		
InfrastructureA			✗			
StandardsA	✗	✗	✗	✗	✗	✗

Barriers

Barriers	Manufacturer	Developer	Implementer	Administrator	Operator	Consumer
PoliciesA		✗	✗			
AccessA						✗
TransparencyA				✗	✗	✗
ChangeAResistanceA			✗	✗	✗	✗
CybersecurityA	✗	✗	✗	✗	✗	✗

IoTABA Personas A Barriers to Adoption Set 3 of 4

Barriers	Manufacturer	Developer	Implementer	Administrator	Operator	Consumer
Data Privacy	✘	✘	✘	✘	✘	✘
Legal / Regulatory		✘	✘	✘	✘	✘
Trust						✘
Training			✘	✘	✘	✘
Interoperability	✘					

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Barriers

	Manufacturer	Developer	Implementer	Administrator	Operator	Consumer
Environmental Factors	✗	✗	✗	✗	✗	✗

Ask?

- Do these personas illustrate the gaps?

- What are we missing?