

Zelmira



AGE	49
EDUCATION	Master mechanical engineering
STATUS	Married
OCCUPATION	Frontline Engineer
LOCATION	Muscat
TECH LITERATE	High

“ For me, a glasses wearing person it is a bit unhandy to use AR Glasses.

Personality

Introvert

Thinker

Bio

She is 49 years old Frontline Engineer, from Muscat Oman. She has studied mechanical engineering in the UAE and has been working in the field since 20 years.

Core needs

- She wants to understand the machinery well enough to be able to solve issues more efficiently and without dependencies
- New technologies are super intuitive for everyday use
- to manage all different inputs (problem solving, expert talking and AR) all at once

Frustrations

- To many communication channels
- Internet connection is unstable
- Not much choice and comparison not available

Motivation

Fast problem solving Learnig

Platforms

Microsoft Teams E-Mail

Steve Harris



AGE	25
EDUCATION	Master in Human Computer Interaction
STATUS	Single
OCCUPATION	Research Scientist
LOCATION	Sydney
TECH LITERATE	Medium

Bio

Moved from the country side to Sydney for studies and is now working for a fresh start-up company. He follows trends of new technologies and always has the newest of them in his pocket.

Core needs

- Develops projects which meets the users' needs in an efficient and easy-to-understand way
- Quickly integrate new technology in company
- Technology is user-friendly for the technician

Frustrations

- Not enough understanding of the machinery and production world
- Expectations of new technologies are almost never achieved in start-ups.
- Too many touchpoints

“ I am used to test new technologies and understand how they could influence human interaction

Motivation

New technology Make it accessible

Platforms

E-Mails Zoom
Microsoft Teams Whatsapp

Personality

Friendly

Intrested

Ali Dalman



AGE	55
EDUCATION	Electrical Engineering
STATUS	Married
OCCUPATION	CEO High Tech company
LOCATION	Bratislava
TECH LITERATE	High

Bio

He is responsible for developing high quality business strategies. He is a business guy, and is responsible for finance and for the company's overall functionality. He wants problems to be solved quickly and is interested in the company working as efficiently as possible.

Core needs

- Saving money and work efficiently
- The well being of his employees
- Push the company's technology development to its highest

Frustrations

- If problems take to long (long analysis) = cost a lot of money
- Technical problems
- learning new technologies goes too long

“ I am the CEO of a High Tech company who developes machines for Pharma industry.

Motivation

Save money
Push Company Invest energy good

Platforms

Microsoft Teams E-Mails

Personality

High standards Organized