

Cameron Williamson



AGE	37
EDUCATION	Masters in Business
STATUS	Single
OCCUPATION	Sales Manager
LOCATION	Helsinki
TECH LITERATE	Very Low

“ I am responsible for leading sales teams to reach sales targets.

Personality

Extrovert

Confident

Bio

She currently lives in Helsinki. She works since 10 years in a very small company that sells biodegradable high end cups. She is interested in sustainable business and new technology.

Core needs

- Lower company expenses on machinery maintenance
- Learn more about technology
- Have a better understanding how the machinery of biodegradable high end cups works

Frustrations

- Price of support is too high for the small company
- Tech Literate is very low and complicated to understand
- Not much choice but to do it herself because of the small company

Motivation

Lower Expenses Quick solutions

Platforms

E-mails Microsoft Teams

Akachi Ihejirika



AGE	24
EDUCATION	Automation
STATUS	Single
OCCUPATION	Works as an automation engineer
LOCATION	Lille, France
TECH LITERATE	Medium

“ I like to work with engineering teams to develop the systems of automation

Personality

Shy Interested in technology

Bio

He did an apprenticeship as an automation engineer and works for the same company. He likes to work in a team and is generally interested in electronics and electricity.

Core needs

- A good team to work in
- Guidance from experts
- Wants to do everything correctly and neatly

Frustrations

- Too much responsibility
- No patience in the team
- Afraid to mess up

Motivation

to get more confident learning

Platforms

Microsoft Teams E-Mails

Jerome Bell



AGE	31
EDUCATION	BA in Computer Science
STATUS	Married
OCCUPATION	Remote Assistance
LOCATION	Coihaique
TECH LITERATE	High

Bio

Lives in a small town and works from home for a big company. She doesn't like to travel. She likes her quiet life in the south american mountainy landscape. She is passionate about her community and likes to help other people.

Core needs

- Needs a good interface to be able to help her customer in a best possible way
- Patient and understanding clients
- Easy and intuitive communication channel

Frustrations

- Slow internet speeds
- Devices crashing and restarting
- Unable to access work tools

“ I like to develop hardware or software, control user accounts and permissions, analyze security procedures, manage confidential information and order repairs and replacements.

Motivation

Solve issues Stay remote Tech clients

Platforms

Microsoft Teams E-Mails Zoom
Signal

Personality

Cyber-Hacker

into Robots