PeARs, Personas & User Journey

1. Purpose 🎯

Mission
What decisions do we need to make? How will defining user personas help?

Decisions to make

How do we create satisfying connections between engineers and frontline machinists?

What are the features we should focus on?

Where can our product help and were not?

Who is our product specifically for?

How will personas help?

Think about the different needs of the ones involved and see how to combine them

Making our product interesting to the less tech-savy

See the reason of each to use our product

What isn't needed?

Their personal life

Research
What research or data will inform our decisions & personas?

Qualitative Interviews of us and other groups

Research to existing products and who uses them

Success Criteria
How will we know our user personas are serving their purpose?

When we find correlating needs of the stakeholders and points of conflict concretely.

PeARs, Personas & User Journey

2. Personas 👥

3. What now? 📅

Actions, Motivations and Pains

What do I do?

- Maintanance
- Requalifying machines
- Inform about reperations and maintanance needed to be made
- Fix things up enough to work for another 6-12 months

Why do I do it?

- Money
- Customer satisfaction
- Making the job of the ones working after him easier
- Appreciation

What do I want?

- money
- appreciation
- Easy workflow
- Customers being prepared
- go home on time

What's stopping me?

- difficult customers
- spare parts missing
- unprecise communication
- difficult working hours

Values

What convinces me?

- quicker workflow
- quicker understanding from the other side of the device

What or who informs me?

- template list of what to do
- boss
- on sight operator or customer
- machine itself
- e-mails beforehand

Context

Where am I?

- on sight with the machine
- in the office/ base of company

What's my day-to-day?

- week to week
- working 8-10 hours
- repairing from most urgent to nice to have in priority
- checking machine and running tests
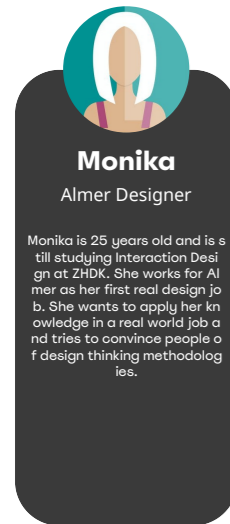
Sebastian

Field Engineer at xy

He is 30 years old and is a field engineer. He is responsible for requalification and maintenance of the machines. A job for him usually lasts a week, 7-10 hours a day. He works on site with customers, mostly in Europe.
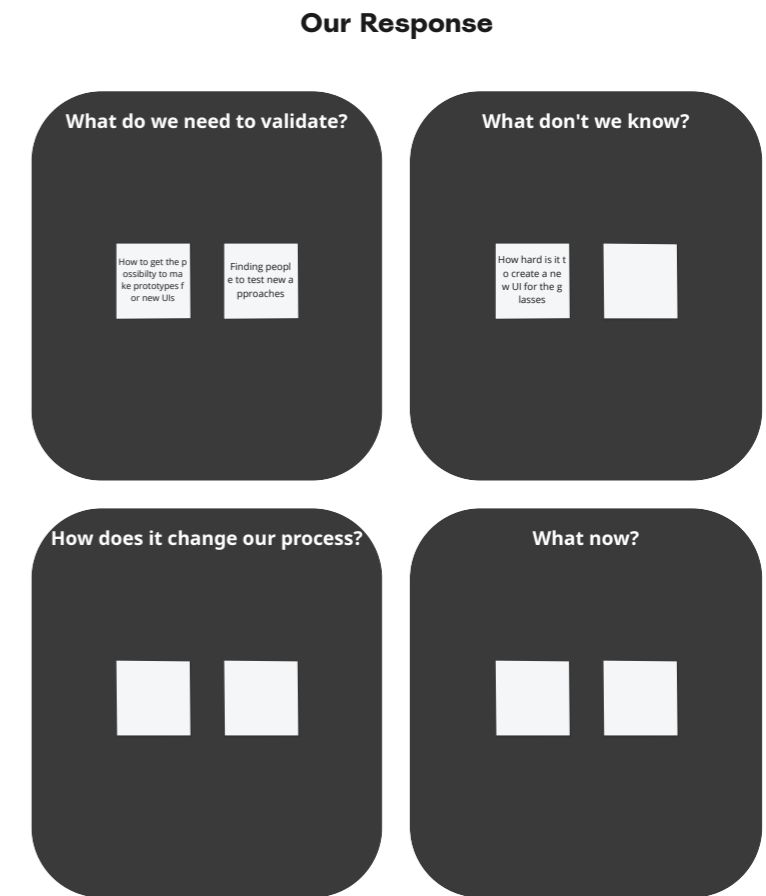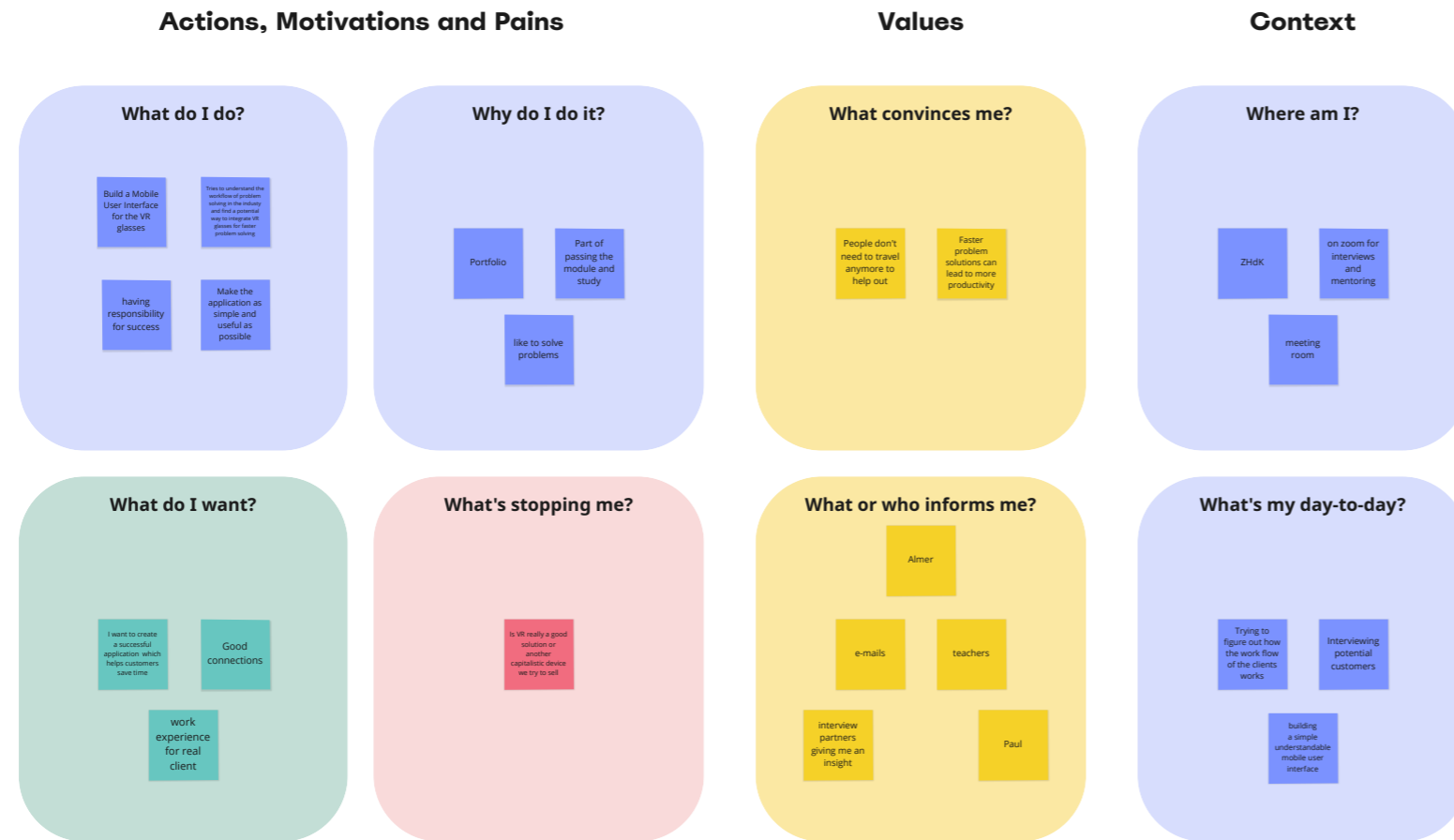
Our Response

What do we need to validate?

- Is our product for him?
- how can our product make his life easier or more efficient?

What don't we know?

- The exact work process before going onto sight
- The specific machinery problems he faces on a daily basis

How does it change our process?

- maybe think about preparation for fieldwork through our product
- how can we help with maintenance work?

What now?

- Decide if and where to help him.
- Find a specific case study to show our product

PeARs, Personas & User Journey

2. Personas 👥

3. What now? 📅

Actions, Motivations and Pains

What do I do?

- Build a Mobile User Interface for the VR glasses
- Tries to understand the workflow of problem solving in the industry and find a potential way to integrate VR glasses for faster problem solving
- having responsibility for success
- Make the application as simple and useful as possible

Why do I do it?

- Portfolio
- Part of passing the module and study
- like to solve problems

What do I want?

- I want to create a successful application which helps customers save time
- Good connections
- work experience for real client

What's stopping me?

- is VR really a good solution or another capitalistic device we try to sell

Values

What convinces me?

- People don't need to travel anymore to help out
- Faster problem solutions can lead to more productivity

What or who informs me?

- Almer
- e-mails
- teachers
- interview partners giving me an insight
- Paul

Context

Where am I?

- ZHdK
- on zoom for interviews and mentoring
- meeting room

What's my day-to-day?

- Trying to figure out how the work flow of the clients works
- Interviewing potential customers
- building a simple understandable mobile user interface

Persona

Monika
Almer Designer

Monika is 25 years old and is still studying Interaction Design at ZHDK. She works for Almer as her first real design job. She wants to apply her knowledge in a real world job and tries to convince people of design thinking methodologies.

Our Response

What do we need to validate?

- How to get the possibility to make prototypes for new UIs
- Finding people to test new approaches

What don't we know?

- How hard is it to create a new UI for the glasses

How does it change our process?

What now?

PeARs, Personas & User Journey

Actions, Motivations and Pains   ### Values   ### Context   ### Our Response
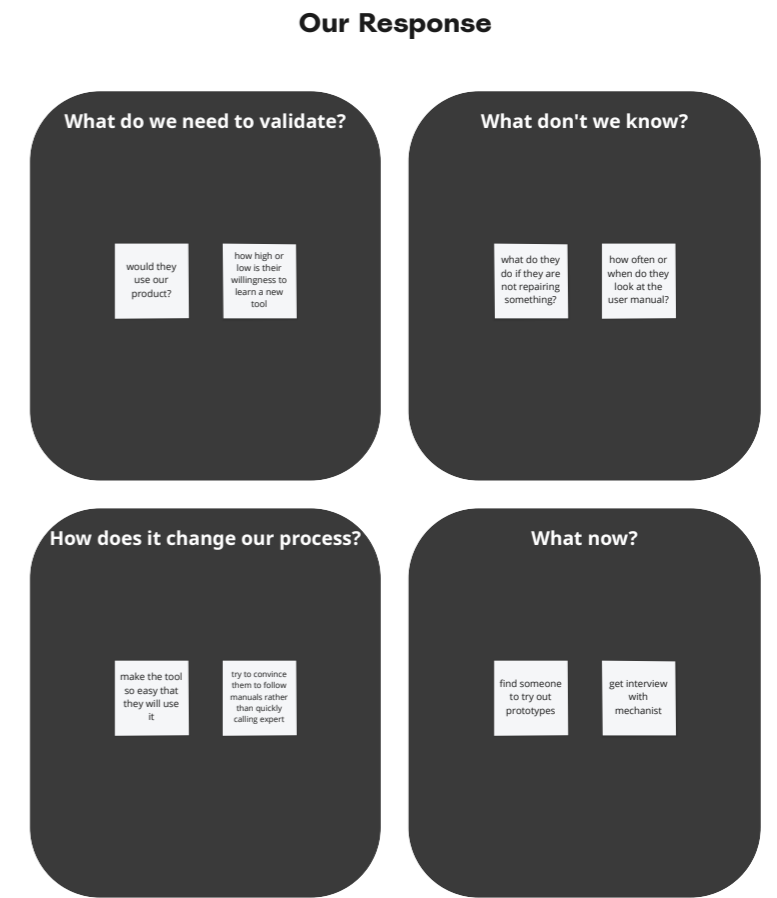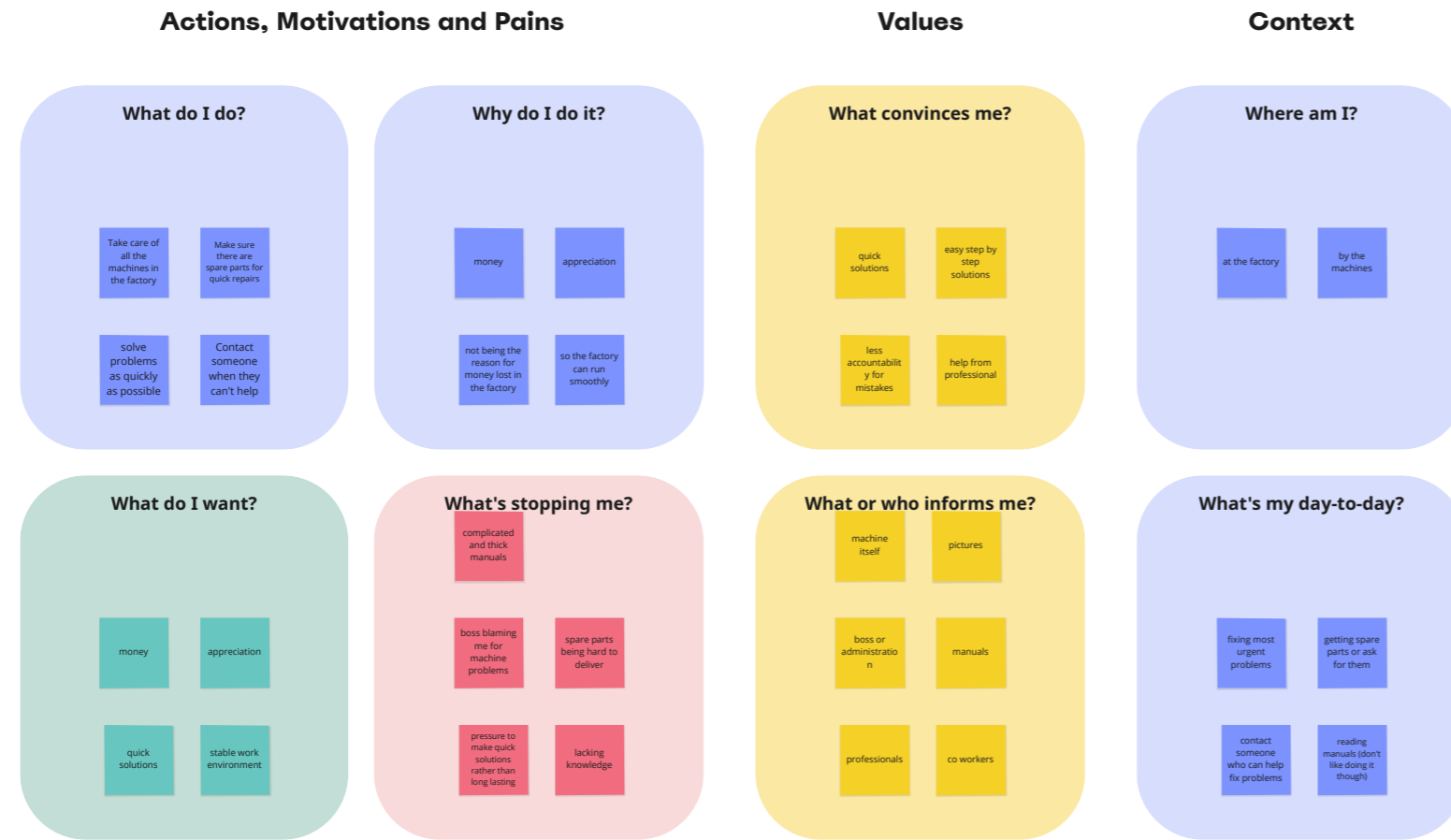
Klaus
Mechanist at yy

Klaus is 25 years old and would consider himself a nerd. Through his interest in technology and his hands-on mentality he took over the job be the internal specialist for the machines. He loves to leverage on his knowledge and skills and is proud of his job.
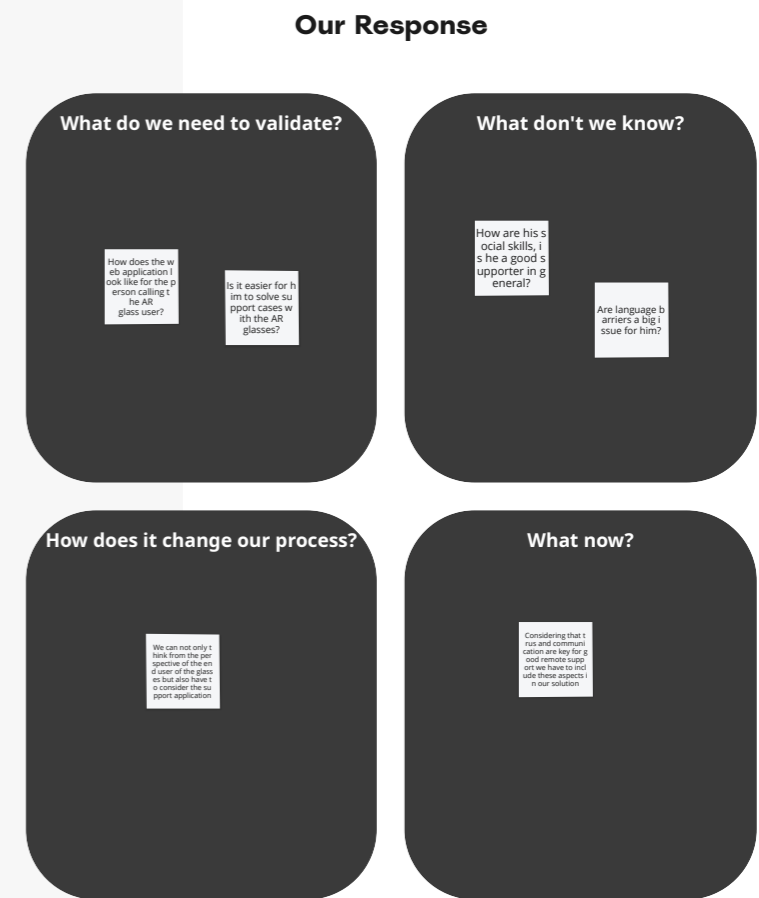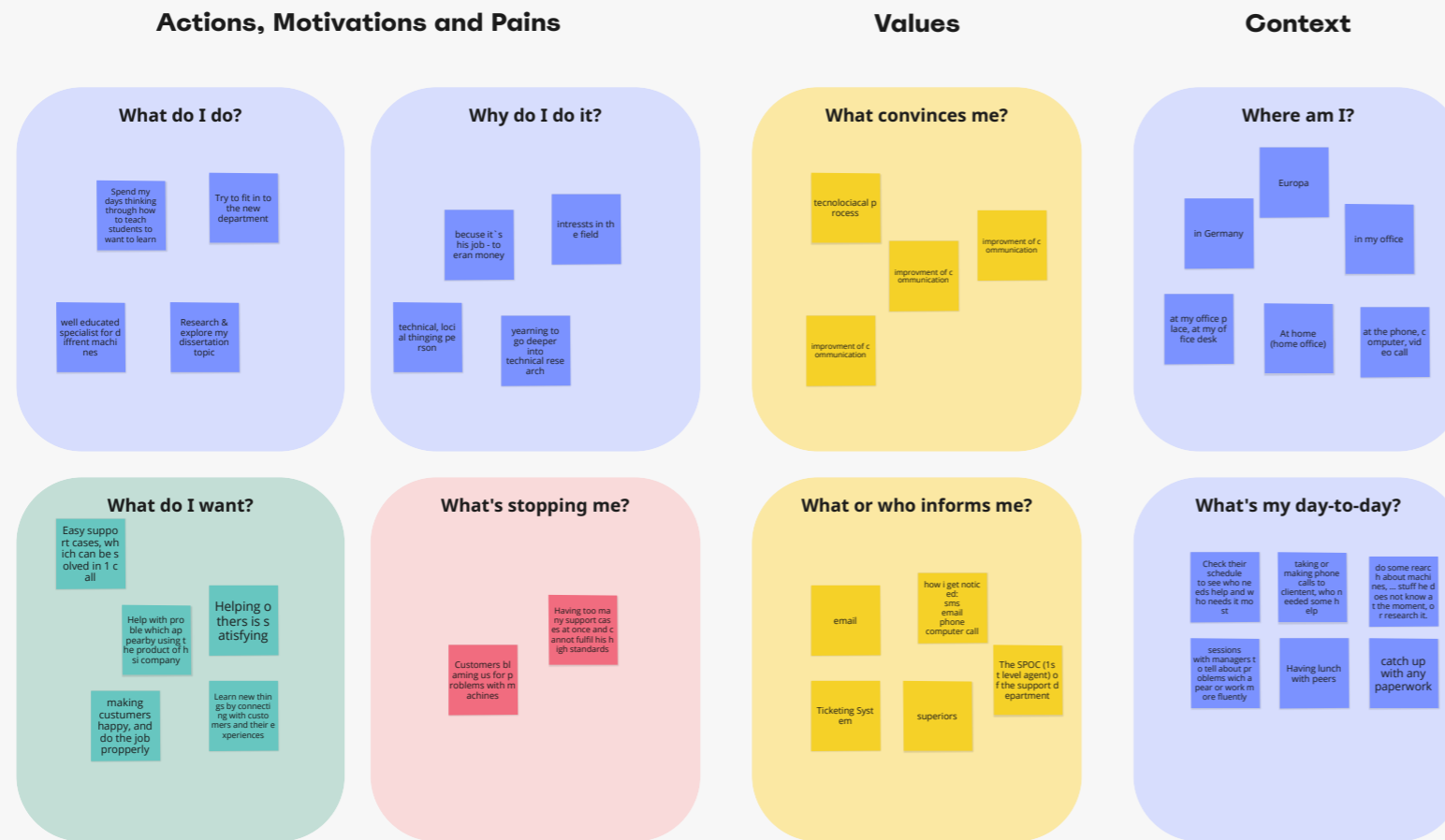
What do I do?
- Take care of all the machines in the factory
- Make sure there are spare parts for quick repairs
- solve problems as quickly as possible
- Contact someone when they can't help

Why do I do it?
- money
- appreciation
- not being the reason for money lost in the factory
- so the factory can run smoothly

What convinces me?
- quick solutions
- easy step by step solutions
- less accountability for mistakes
- help from professional

Where am I?
- at the factory
- by the machines

What do we need to validate?
- would they use our product?
- how high or low is their willingness to learn a new tool

What don't we know?
- what do they do if they are not repairing something?
- how often or when do they look at the user manual?

What do I want?
- money
- appreciation
- quick solutions
- stable work environment

What's stopping me?
- complicated and thick manuals
- boss blaming me for machine problems
- spare parts being hard to deliver
- pressure to make quick solutions rather than long lasting
- lacking knowledge

What or who informs me?
- machine itself
- pictures
- boss or administration
- manuals
- professionals
- co workers

What's my day-to-day?
- fixing most urgent problems
- getting spare parts or ask for them
- contact someone who can help fix problems
- reading manuals (don't like doing it though)

How does it change our process?
- make the tool so easy that they will use it
- try to convince them to follow manuals rather than quickly calling expert

What now?
- find someone to try out prototypes
- get interview with mechanist

PeARs, Personas & User Journey

2. Personas 👥

Actions, Motivations and Pains

What do I do?
- Spend my days thinking through how to teach students to want to learn
- Try to fit in to the new department
- well educated specialist for different machines
- Research & explore my dissertation topic

Why do I do it?
- becuse it`s his job - to eran money
- intrests in the field
- technical, local thinging person
- yearning to go deeper into technical research

What do I want?
- Easy support cases, which can be solved in 1 call
- Help with proble which ap pearby using the product of hsi company
- Helping others is satisfying
- making custumers happy, and do the job proprerly
- Learn new thin gs by connecti ng with custo mers and their e xperiences

What's stopping me?
- Customers bl aming us for p roblems with m achines
- Having too ma ny support cas es at once and c annot fulfil his h igh standards

Values

What convinces me?
- tecnolociacal p rocess
- improvment of c ommunication
- improvment of c ommunication
- improvment of c ommunication

What or who informs me?
- email
- how i get notic ed: sms email phone computer call
- The SPOC (1s t level agent) o f the support d epartment
- Ticketing Syst em
- superiors

Context

Where am I?
- Europa
- in Germany
- in my office
- at my office p lace, at my of fice desk
- At home (home office)
- at the phone, c omputer, vid eo call

What's my day-to-day?
- Check their schedule to see who ne eds help and w ho needs it mo st
- taking or making phone calls to clientent, who n eeded some h elp
- do some rearc h about machi nes, ... stuff he d oes not know a t the moment, o r research it.
- sessions with managers t o tell about pr oblems wich a pear or work m ore fluently
- Having lunch with peers
- catch up with any paperwork

Aron
Expert

Aron is a 36 years old Electri cal engineerer in the Suppor t department of the Manufa cturer xy. They are speciali ced in building and providing m achinery for industrial use. T hey are based in Germany, b ut their customers are all ove r the world, mainly in europe.

3. What now? 📅

Our Response

What do we need to validate?
- How does the w eb application l ook like for the p erson calling t he AR glass user?
- Is it easier for h im to solve su pport cases w ith the AR glasses?

What don't we know?
- How are his s ocial skills, I s he a good s upporter in g eneral?
- Are language b arriers a big i ssue for him?

How does it change our process?
- We can not only t hink from the per spective of the en d user of the glass es but also have t o consider the su pport application

What now?
- Considering that t rus and communi cation are key for g ood remote supp ort we have to incl ude these aspects i n our solution

PeARs, Personas & User Journey

2. Personas 👥

3. What now? 📅

Actions, Motivations and Pains

What do I do?

- Having some talks with potential and existing costumers
- Think about possible collaborations
- do some collaborations with it - companies to develop some funktions which helt the customer Company
- try to sell the glases
- Think about possible funktions/ additional apps of the almer glases

Why do I do it?

- becuse it´s her job - to earn money
- Interrest in design thinking and organisation
- entusiatic and peple fendly person
- happy to work with some polple together do develop something new

What do I want?

- Do my job, have some money.
- improove the product
- get some new clients
- making custumers happy, and do the job properly
- talks with experts and designers and IT proffesional to develop the application and it´s handling

What's stopping me?

- when the costumers have problems to afford it
- have problems with the tecnical understanding of problems and opportunities
- COSTS EffORT and and other barriers which popp up
- Customers witch complain s about the device and it h andling.
- when the costumers have problems to use the product

Values

What convinces me?

- loves to help
- loves humans
- likes to improve things and concept
- loves to stay organized and tidy.
- improvment of communication

What or who informs me?

- how i get noticed: sms email phone computer call
- superviser
- clinents
- The SPOC (1s t level agent) of the support department
- Ticketing System
- superiors

Context

Where am I?

- Europa
- in Switzerland
- At home (home office)
- in my office
- at my office place, at my office desk
- at the phone, computer, video call
- in talks with (potential) customers in different locations all over the world in meetings

What's my day-to-day?

- Check their schedule to see which clinetns want to speak with her
- have some research about how her almer glases can be to make the glases more attractive
- taking or making phone calls to clienent, who need some help
- have some research and talk how people get intressted in the almer glasses
- Having lunch with peers
- catch up with any paperwork
- have some meetings with superviser and clients
- mediating link between user and manufacturer

Our Response

What do we need to validate?

- Where does Almer want to go with their sof tware solution?
- Does Almer want to create their own sup port tool, or integrate industry standard software into their applcation?

What don't we know?

- How are new applications and UI concepts brought into the final product?
- What is the exact scope of the project?

How does it change our process?

- We can focus on a narrow topic or open up new fields but we need to decide.

What now?

- Consider all lear nings from the research to try to create a first draf t of a concept
- By building a quick prototype the solution can be improved t he best.

Naima
Almer project Manager

Naima is a 28 year old Project Manager at Almer. She establishes new contact with customers. And has some talks about their needs and expectations what and who the almer classes can support in their company.
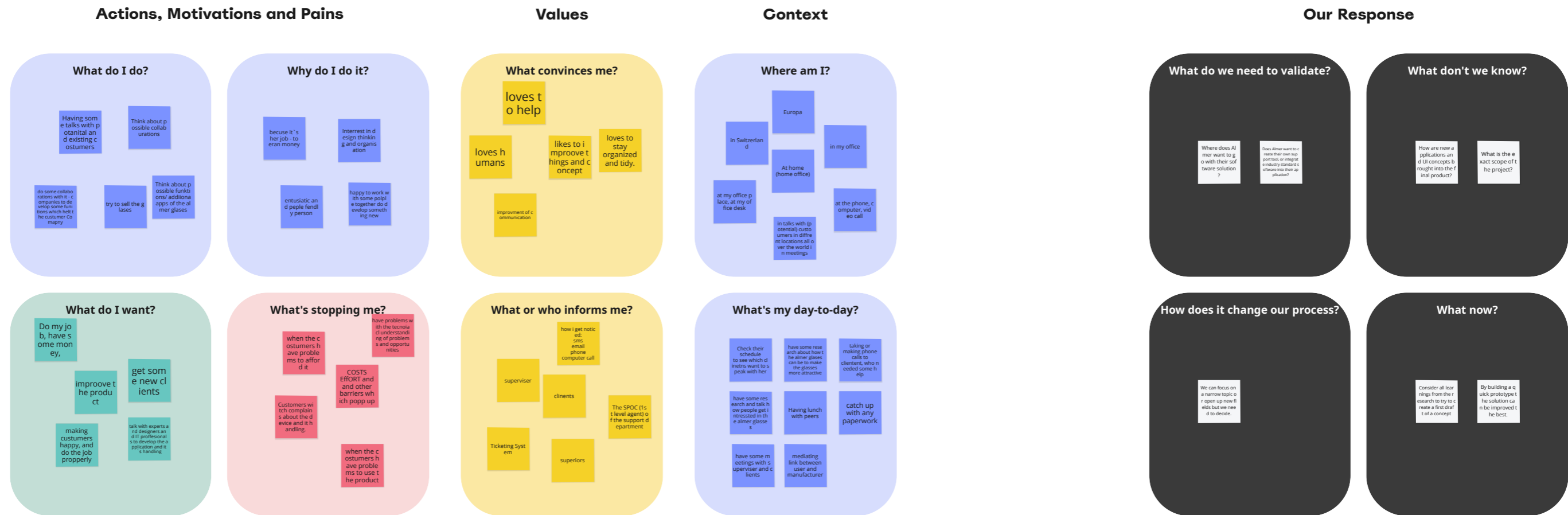
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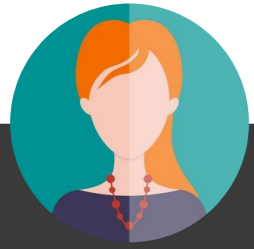
Barbara
Manager at the Company yy

Barbara is 47 years old and is the heart and soul of the company yy which uses the machines of the company xy. She knows every part of it and has pretty much control over everything. Nothing important happens without her being involved.

her job is:
• Lead an manage multiple projects at factory yy
• plan ahead for problems
• give clear instructions to employees
• having responsibility for success

wanting:
. She wants reliable partners that share her professional approach to everything.
. eran money to efford luxuary holiday in hawai.
• less problems, less stress
• that the factory projects run smoothly
• respect

Sandra
SPOC at xy

Sandra is 23 years old and just finished her apprenticeship as a secretary. She loves to work with people though. That's why she picked up the job as 1st level support agent in the company xy. She is interested in technology and already fluent in industrial terminology.

her job is:
-Customers appreciate to have contact with her, because she has very good social skills.
• support agent at the first hand
• Singel point of contend, and forward requests to the specific department

wanting:
-clear request of problems and a fast dealing with them
• nice people
• earn a lot of money to feed her childern.
• less angry custumers
• have more brakes
• can help the inquiry more directly and faster

Bobby
Operator at yy

Bobby is 28 years old and already has 10 years of experience operating industrial machines. It's the only thing he's ever done as a job. His knowledge is very practical with not much theoretical background. He actually loves to weld metal and work with wood and wants to start a career in han dcrafting at one point.

his job is:
• operating industrial machines
• through many years of experience verry good trained
• operation of diffrent machinesthe whole day
• talk with superviser about existing problems which apear in the workflow
• improve the workflow

Wanting:
• shear is knowlede
• have a more complex work sometimes
• want to fix problems by himself
• want to fix problems fast
• want a more technical background and knowled about his machines in a easy way
• want longer brakes
•

PeARs, Personas & User Journey

This is the journey of

Klaus, the Mechanist

Klaus is the person who takes care of the machines on site. He is also the one who contacts the customer service, of the manufacturer of the machines

What are his key goals and needs?

Does the job for money and wants to be compensated fairly for his efforts.	If there is a problem, he wants to get it solved as fast as possible.	The machines work all the time	To learn more about the machines, how they work etc.	appreciation from colleagues	stable work environment

What does he struggle with most?

A reliable communicati-on	complicated and thick manuel	boss blaming him for machine problems	lack of spareparts	lack of knowledge	pressure to make quick solutions rather than long lasting ones

What tasks does he have?

accompanies requalifications and maintenance	Reporting the status of the machines	Specifying issue(s)	Connecting with the expert	Repairing the machine	Completing the proof of service	Educating and informing others involved	Make sure there are spareparts for quick repairs

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

More time to focus on long-lasting solutions	Problems get solved faster and easier	Better Documentation of support cases	Build up better knowledge through more communication with experts

What can they finally avoid doing?

Flying in an expert for every unsolvable problem	loosing time	Playing Blame Game	Reading through the manual a 100 times

What changed in my environment?

less pollution through flying	More technological infrastructure, which can influence other fields	Maintenance and Service Level Agreements become cheaper and more affordable	Communication of the customer and manufacturer becomes more (but maybe not better)

PeARs, Personas & User Journey

Journey Steps — Which step of the experience are you describing?	Machine Problem — Why do they even start the journey?	Inhouse Attempt to solve it — How does the mechanist get involved?	Contact the Customer Service — Why would they trust us?	Expert Calls Klaus — Why would the AR glasses be used?	Onboarding and Use of Almer Arc — How can AR be incorporated in the support process?	Collaborative Problem Solving with Expert — How can they feel successful?	Finishing Steps & Follow Up — How can they benefit from this call in the future?	Sharing — Why would they use it again?
Actions — What does the customer do? What information do they look for? What is their context?	The operator detects the problem and can't fix it	Mechanist analyzes the problem; Mechanist tries to reproduce the problem; Check for solutions online and in manuals	Mechanist calls the customer service for external help; SPOC creates a ticket; SPOC of the customer escalates the issue to an expert; SPOC asks mechanic for an appointment with an expert and informs the expert	Experts ready ticket description and follows instruction to call the customer; Expert verifies, that they are connected to the correct person; Verbal Communication does not lead to an solution or more insights are needed; The expert asks the Mechanist for an AR call	The mechanist puts on the AR glasses like he learned in the internal course; The mechanist tells the expert the ID of the call; The expert connects to the AR glasses; The mechanic can see, what the camera of his AR glasses see on the screen	Through the collaboration and the expert view they detect the root of the problem; The expert guides the mechanic step by step to solve the problem; Expert can give tipps and show where in the documentation the solution can be found, for education of the mechanic; Documentation can be done simultaneously by taking screenshots and adding annotations	replacing /missing pieces get communicated to the responsible person; documentation gets forwarded to the manager; The ticket can be closed; Follow-up-steps for long term issues can be forwarded to the maintenance and requalification team	faster problem solving with expert support; Easy to integrate in to the known support process
Needs and Pains — What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	machine doesn't work; operator wants the machine to work	Finding the problem; Fixing the Problem; Missing knowledge	Get help from expert; Describe the problem/situation; Wait for an expert to be available	Expert can try to understand the problem and gives potential solutions; Doesn't solve the problem yet; Possible language barriers	Expert gets live view of the mechanists; Internet connection needs to be good; Expert guides hands of mechanic through audio; Screen limits view	Step by step guidance and support; Internet connection needs to be good; Expert needs to have control over the mechanic; In case of failure who's responsible?	Mechanic learning more about the machine; Management knows what happened; New connections/ colleagues; Reduce risks, that it will happen again	save money; Quick help
Touchpoint — What part of the service do they interact with?	machine and its system; tablet/phone	phone; computer, phones to go online for information gathering; manuals	phone; e-mail	phone; e-mail; machine and its system	companion app on phone; AR glasses; machine and its system	AR glasses; machine and its system	phone; email	face 2 face
Customer Feeling — What is the customer feeling? *Tip: Use the emoji app to express more emotions*	🤯	🤬	😏	🤮 🤡	💪🤖	💪🤖	🥳	🍻

Backstage

	Machine Problem	Inhouse Attempt to solve it	Contact the Customer Service	Expert Calls Klaus	Onboarding and Use of Almer Arc	Collaborative Problem Solving with Expert	Finishing Steps & Follow Up	Sharing
Opportunities — What could we improve or introduce?	Increase the likelihood of entire teams joining the product, e.g. by creating a different pricing tier. [High Value] [Low Confidence] [Low Reach]	AR Glasses and Application could be used internally for remote support also. [High Value]	The SPOC can speed up the process and help with setting up the Technology if needed [High Value] [Low Reach]	Reduce the effort needed to onboard new users, e.g. by implementing visual tutorials. [High Value] [Low Reach]	Increase the chance of a successful support case, by reducing the platform to the essential functions; SPASS wird bei uns gross geschrieben	Increase the chance of a successful support case, by giving advanced tools to assist remotely.	Give involved people the possibility to give feedback?	Give the chance to see the improved support by showing statistics etc.
Expert				read ticket description and follows instruction to call the customer; verifies, that they are connected to the correct person; asks the Mechanist for an AR call 🤡	connects to the AR glasses; sees the point of view of the mechanic 👁	can guide step by step the mechanic; gives tipps and show where in the documentation the solution can be found, for education of the mechanic; Does documentation simultaneously by taking screenshots and adding annotations 🏃🧑‍🔧	The ticket can be closed 🙌	doesn't need to travel 🌍
Customer Support			organizes external help for mechanic; connects mechanic and expert 🤝👬				The ticket can be closed 👥	Easy to integrate in to the known support process ⌛
Operator	The operator detects the problem and can't fix it 🔧💆							