

Franco L.

(Describe scenario here)



Brief description

Franco is a Field Engineer who works mostly outside of the office. He provides services to the clients at their business sites and is therefore often abroad for a few days.

Skills

flexible
independent
techie
language skills
No problem to be alone

Persona Main Job (Main goals)

Commisioning of the Machine
Yearly qualification of the Machine
Troubelshooter, in case of emergency

Goals

analog repetitive work, digitize or improve
avoid trips like training courses, which only last a few hours

Personality

open and easy going
jetset lover

Interests

Traveling
Meet new people
See new countries

Tech savviness

Familiar to remote software (Zoom, Teams...)

Solves tech problems by himself (WiFi Hotspot...)

Would like to have test protocol digital..

Gains

Travel
Meeting new People
Making new Experience

Pains

less family time
back pain from flights
not digitalized
always the same procedure

Meera M.

This morning Meera got a call from the main person in charge of her company that a machine had an error message on the display and was no longer working properly.



Brief description

Meera is the CEO of a big Company. She has quickly made it to the top with innovative products and wants to push the company forward. She lives for the company.

Skills

sales skills
presentation skills
networking

Persona Main Job (Main goals)

CEO of a Fortune 500 Company
keeps track of the company's goals.

Goals

analog repetitive work, digitize or improve

avoid trips like training courses, which only last a few hours

Personality

Purposeful
Profit oriented
Conscientious

Interests

golf
siamese cats
arthouse movie
brunch with girlfriends

Tech savviness

excel
word
powerpoint
zoom calls are ok

Gains

makes her father proud
financially secure
dinner with her role models
Porsche Cayman S

Pains

gold gigging friends
a lot of responsibility
overtime

Giovanni Materazzo

(Describe scenario here)



Brief description

Giovanni has been working as a troubleshooter for ages. He brings an enormous amount of experience with him, but is having more and more trouble with digitalization. He is used to working with paper and, at his advanced age, no longer wants to switch to digital.

Skills

Very experienced
--> Knows the machines very well.
Has a good way of dealing with people.

Persona Main Job (Main goals) Full-time Troubleshooter

Goals

Loves his Job, but is looking forward to his retirement

Personality

Very Passionate about his work.
Has a good way of dealing with people.
Calm and humble

Interests

Has a fable for stylish working clothes

Tech savviness

Is accustomed to dealing with the classic paper work--> Only works with the minimum of technology

Gains

Loves to experience different cultures
Loves to meet his engineer friends abroad

Pains

Misses more and more his cosy home.
back pain from flights

L. Artist



On Sunday, a customer wrote Lite that one of their installations broke down amidst a busy weekend. Now they are scrambling to identify and fix the problem as fast as possible from afar.

Brief description

Lite is a light artist with a background in interaction design. They are developing and selling installations with one other artist. Next to that, they are working in an agency full time.

Skills

flexible
good with their hands
charismatic

Persona Main Job (Main goals)

Developing bespoke installation concepts
Selling or leasing installations
Maintenance and troubleshooting

Goals

Have as little issues with deployed installations as possible.
Decrease downtime for customers
Don't lose money.

Personality

Chaotic
Always slightly late because procrastination
A little insecure

Interests

Design
Films
Technology

Tech savviness

Uses Zoom
Knows how to program
not afraid to tinker

Gains

Travel
Doing what they love
Lots of interesting opportunities
Permanent learning

Pains

Insecure
A lot of stress as needs to be fixed immediately
Problems are always far away
Installations are not easily comprehensible by other troubleshooters

Lami

(Describe scenario here)



Brief description

Lami has a master degree in engineering and now makes an internship as an Engineer, specified in robotics. The Start up company she works for has sooner or later always technical issues which need to be handled from engineers at different company locations.

Skills

-Highly technical skilled

Persona Main Job (Main goals)

New in the Company
Takes over the troubleshooting task from time to time.

Goals

Permanent Employment at start up

Personality

-Very upbeat personality
-Inquisitive

Interests

-Soccer
-Australian Animals
-MIT Papers(Departement of mechanical engineering)

Tech savviness

GenZ. Can handle tech in her sleep.

Gains

Start Up insights
Get touch in touch with her passion everyday

Pains

Sometimes overwhelmed because she's new and is still getting to know the machines.