

BILL

AGE: 45
GENDER: male
STATUS: single
CHILDREN: none
OCCUPATION: mechanical engineer
RESIDENCE: Bern

STORY BACKGROUND

He has been doing his job for almost 20 years in various fields and has been able to gain exciting insights into different companies.

GOAL & NEEDS

- enjoys travelling and meeting new people, new culture
- would like to be better informed before an operation

PAIN - POINT

- His company does everything on paper. That is the way he has known until now. Most of the time this works well for him, only when he has to read through old documentation, with different writing styles, he feels this is a waste of time.
- doesn't like to wait for replacement parts if they could have ordered before

PERSONALITY & INTERESTS

- more interested in mechanical stuff than digital solutions
- Travel is important for him to have a diverse job
- has a lot of patience
- always likes to get new challenges recurring problems can bore him
- has a big comic collection

DIGITAL SYSTEMS

- has an iPhone, which he uses mainly for communication with family and reading the news

MARC

AGE: 35
GENDER: male
STATUS: married
CHILDREN: two
OCCUPATION: remote assistance
RESIDENCE: Zurich

STORY BACKGROUND

Twice a week he watches for the children, this is important for him to be able to spend time with them and support his wife in her further education. That's why he changed his job 2 years ago to a position that solves more from a distance than on site.

GOAL & NEEDS

- tries to keep work and free time in a healthy balance
- appreciates the constant exchange with people all over the world

PAIN - POINT

His company is trying to simplify the communication channels between remote assistance and expert. With the technological progress, they are trying to work with digital solutions. In other words, everyone has to keep adapting to new things, which often takes a while until they become part of everyday life again, and since the technology often doesn't work, they switch back to old models. In the end, there are more ways and often chaos.

PERSONALITY & INTERESTS

Appreciates the digital possibilities in particular, that he has different workplaces at home, at the employer in Zurich and sometimes somewhere in the world.

Besides his job, his family life and his interest in technology, he plays handball once a week. A sport he plays since high school with friends.

DIGITAL SYSTEMS

At home he has different devices. Many of them are Android. He keeps himself informed about the latest developments in the field of digital transformation. Regularly exchanges the latest findings with his friends during his free time.

PASCAL

AGE: 38
GENDER: male
STATUS: single
CHILDREN: one
OCCUPATION: leader of remote assisten team
RESIDENCE: Zurich

STORY BACKGROUND

-likes to deal with the optimisation of processes and the increase of efficiency

GOAL & NEEDS

- the most important thing for him is a fast processing and a satisfied customer

In his daily work he tries to find new ways to make the cooperation between customer and expert work smoothly.

PAIN - POINT

- much is still done on paper and is therefore not optimal for data documentation

The quality of the technology does not live up to its promise. it often prolongs the process at the moment or it is switched to another one. which again plays against clean documentation.

PERSONALIT & INTERESTS

His job takes a lot of time as well as it affects his spontaneity in free time. Fitness and jogging help him to focus his thoughts.

DIGITAL SYSTEMS

- familiar with various systems and devices

- is he informed about future developments and current trends