Franco L.



SBrief description

(Describe scenario here)



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





→ Tech savviness

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

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

Would like to have test protocol digital..



Travel Meeting new People Making new Experience



less family time

back pain from flights

not digitalized

always the same procedure

Meera M.

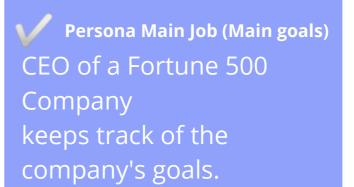
This morning Meera got a call from the main person in charge of her company that a machine had an error message on the display and was no longer working properly.



Brief description



sales skills presentation skills networking





analog repetitive work, digitize or improve

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







Tech savviness

excel word powerpoint zoom calls are ok



C Gains

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



gold gigging friends a lot of responsibility overtime

Giovanni Materazzo

(Describe scenario here)



Prief description



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

66 Interests

→ Tech savviness

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

C 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



Brief description

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.



flexible good with their hands charismatic



Persona Main Job (Main goals)

Developing bespoke installation concepts

Selling or leasing installations

Maintenance and troubleshooting



Have as little issues with deployed installations as possible.

Decrease downtime for customers

Don't lose money.



Personality

66 Interests

→ Tech savviness

Uses Zoom Knows how to program not afraid to tinker



Travel Doing what they love Lots of interesting opportunities Permanent learning

Pains

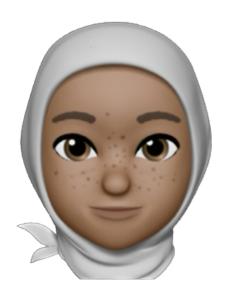
Insecure

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)



Prief description



-Highly technical skilled

Persona Main Job (Main goals) New in the Company Takes over the troubleshooting task from time to time.



Permanent Employment at start up



Personality

Interests



→ Tech savviness

GenZ. Can handle tech in her sleep.



Start Up insights Get touch in touch with her passion everyday



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