

Alf

**“I want to know where my colleagues are to ask them questions quickly“**

Alf is a professor at Reutlingen University, he teaches at the Engineering faculty. Besides his teaching in the field of mathematics he’s also the head of the examination board. As a consequence he has many appointments with students and professors of the university. At the moment he settles his appointments in various ways, via phone, mail or private conversations.

Name: Alf

Gender: Male

Age: 63

**Key characteristics**

* Professor
* Head of examination board
* Would like to take less time investing in communication to settle appointments

**Goals**

* Quickly finding people on the campus to clarify questions
* Making Appointments through one central application

User Case Scenario

Alf has a meeting with a student in 30 minutes and needs information from one of his colleagues. He wants to know where he can find his colleague to avoid coming late to the meeting

Behaviors

**Technical Skills**

Beginner Expert

**Social Media Skills**

Beginner Expert

**Interests in using mobile apps**

Least Most

**Time spent on using mobile apps**

Rare Often

**Interests in technology**

Low High