**Phase I**

**Empathize – Profile**

**Manager – Karter**

**What tasks does Karter perform?**

Karter promotes the rare inventory and conducts in-person and on-line meetings with existing and potential sellers and buyers, so she is often not available on site but must keep track of daily sales and changes

**What are the hardest/most frustrating aspects of Karter’s current system?**

Being that Karter is mostly away from the store, she cannot access current status of inventory until she arrives on site to discuss with the on-duty employee and/or view the spreadsheet. This is improper time management and often an unnecessary commute

**When does Karter typically perform tasks?**

Karter performs office duties between meetings and often outside of business hours

**How would this change/improve Karter’s feelings about completing tasks?**

Karter would feel more effective with time management by being able to perform remotely

**How does Karter’s tasks, feelings, or responsibilities differ from other profiles?**

Karter’s position as manager pulls her in different directions throughout the day. She maintains supervision of inventory and sales while conducting meetings onsite and away from the office while other employees have hands-on/real-time knowledge of daily operations. Karter also promotes the store via magazine, newspaper, online, and radio ads while managing company affairs and contracts

**What are Karter’s current set of skills?**

Karter is skilled in Business Management, Customer Service, Project Management, and Sales

**Assistant Manager – Sebastian**

**What tasks does Sebastian perform?**

Sebastian manages day-to-day onsite functions and performs the same office duties as the manager and the same functions in the new property management system

**What are the hardest/most frustrating aspects of Sebastian’s current system?**

Sebastian is frustrated that non-mgmt employees are deleting books that are still in stock and he cannot correct mistakes when not onsite. Sebastian is also unable to make client account updates unless onsite. Sebastian would like to access inventory when away from office

**When does Sebastian typically perform tasks?**

Sebastian performs during the business hours 9AM-7PM

**How would this change/improve Sebastian’s feelings about completing tasks?**

Sebastian would be relieved to have a system configured to represent employee roles and permissions so that data entry mistakes can be avoided while management is permitted to make adjustments and corrections

**How does Sebastian’s tasks, feelings, or responsibilities differ from other profiles?**

Sebastian is usually the onsite employee that must approve intake and sales as well as having the most access in the new system since Karter is often away from the store

**What is Sebastian’s current set of skills?**

Sebastian is an amazing customer service representative for the store and his management skills are being sharpened by Business Management classes

**Sales Associate – Leslie**

**What tasks does Leslie perform?**

Leslie greets and assists clients and visitors, conducts and documents sales and intake, and reports daily events and discrepancies

**What are the hardest/most frustrating aspects of Leslie’s current system?**

Leslie is frustrated that all transactions require manual input and often makes the mistake of

completely deleting a book from inventory at point of sale

**When does Leslie typically perform tasks?**

Leslie is onsite 3-4 days of the week from open to close

**How would this change/improve Leslie’s feelings about completing tasks?**

Leslie would be less frustrated with manual data entry because a barcode reader will be added and the system will be configured with links, lists, and prompts

**How does Leslie’s tasks, feelings, or responsibilities differ from other profiles?**

Leslie will feel accommodated with the new barcode scanner and other data access features in the new system since there isnt as much responsibility as management so there will not be as much fluidity within the new property management system

**What are Leslie’s current set of skills?**

Leslie has a few years of experience as a remarkable customer service representative and is productively exercising sales skills