Example Case

The Company

The logistics company was founded 9 years ago and is family-run. It has around 55 employees, 45 of whom work as drivers. These drivers are responsible for forwarding deliveries and supplying both supermarkets and other business customers. The company's main activity is the collection and delivery of goods from external suppliers.

In addition to freight forwarding, the company operates a small department that acts as a wholesaler. Products that are delivered directly to business customers are stored in the company's own warehouse. However, the majority of the business is focused on the transportation of goods, which are collected from various suppliers and delivered to their destinations.

The office division of the company employs around 8 people who take care of administration, order taking, invoicing and customer communication. The owner's family is actively involved in the day-to-day business and also takes on operational and administrative tasks.

The company has built up a stable customer base and is known for its reliability and punctuality. The combination of forwarding deliveries, wholesale activities and flexible storage offers customers a comprehensive service.

Persona: Petra

Petra is a 55-year-old office worker in the logistics company with over 35 years of experience. She is married, has an adult child and a grandchild. Petra has a degree in accounting and earns €35,000 a year. She knows her way around the programs she uses regularly, but is not particularly tech-savvy when it comes to new technologies.

In her work, Petra has developed her own methods of accomplishing her tasks over the years and mainly works alone. Nevertheless, she enjoys social interaction during coffee breaks or spontaneous conversations in the office. In her private life, she also enjoys spending time with her family, especially looking after her newborn grandchild. Her hobbies include cooking, watching TV series and spending time with her family.

Petra values doing things her own way and expects to be treated with respect by her colleagues and to be recognized for her work. She values social security, especially with regard to her pension. An important motivation for Petra is sharing in the company's success and the feeling of taking responsibility.

Typical tasks in her day-to-day work include coordinating employees, creating and monitoring invoices, processing orders and accepting complaints. She often works with Excel, e-mail (Outlook), telephone and specific logistics software. The main problems she encounters are IT systems that do not function smoothly. If the printer isn't working properly again, she often has to ask her colleagues for help.

Overall, Petra is proud of her work and strives for a future in which she has enough time for her family and is financially secure in her old age.
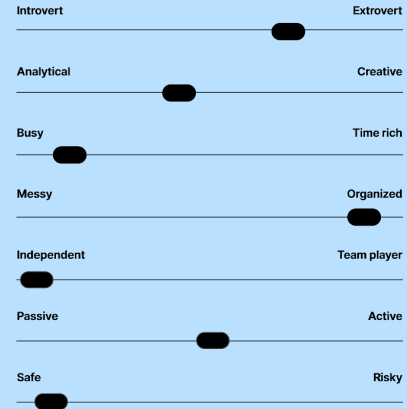
Petra

"Administration"

- 55 years old
- office worker in logistics company
- 35 years of experience
- married, 1 adult child, 1 young grandchild
- graduated accountant
- 35,000€ annual salary

Bio

- Technical affinity: Knows her usual programs well, otherwise not tech savvy
- Mainly works alone, has developed her own ways to get her work done
- Enjoys coffee break/watercooler talk
- Enjoys spending time with family and helping with grandson (newborn)
- Hobbies: Likes cooking, spending time with family, watching series/ TV in the evening

Personality

Introvert		Extrovert
Analytical		Creative
Busy		Time rich
Messy		Organized
Independent		Team player
Passive		Active
Safe		Risky

More about Gertrude

Interests

- coffee with friends
- familiy outings
- gossip and tittle-tattle
- current news from around the world
- family

Influences

- radio
- TV
- collegues
- family
- friends
- Socio-political events

Goals

- Spend time with the family
- feel safe online
- Future-oriented --> old-age benefits for retirement

Needs and expectations

- Social security until retirement
- respectful interactions between colleagues
- do work in her own way
- respect for her work

Motivations

- Involvement in the company's success (corporate identity)
- Proud to take responsibility

Pain points and frustrations

- "Non-functioning" IT systems/IT systems that cause friction
- Pressure through responsibility
- Dead-lines

Typische Aufgaben

- Accept, edit and process orders
- Coordinate/plan employees' daily tasks
- Create and send invoices and monitor payments
- Handle complaint
- Planning, ordering and coordination of suppliers

Kommunikation und Softwareprodukte

- Excel
- E-Mail
- Logistics-software
- Tele-phone
- Whats-app (for Pictures)

Cybersecurity Rules

The companies has the following Cybersecurity Rules:

1. **Use of private devices:** Private devices may not be connected to the company hardware.

2. **Guest network:** Guests are only permitted access to the guest WLAN.

3. **Found hardware:** Found hardware, such as USB sticks, may not be connected to the company hardware.

4. **Indications of malware:** If a computer works unusually slowly, displays increased advertising or is otherwise conspicuous, the management must be informed immediately in order to check for possible malware.

5. **Phishing**: Passwords should never be sent by email, and clicking on links or opening downloaded files from suspicious emails can cause damage. An e-mail is suspicious if at least one of the following characteristics applies:
   - The text of the email states an urgent need for action, such as "If you do not update your data immediately, it will be irretrievably lost ...".
   - Threats are used: "If you do not do this, we will unfortunately have to block your account ...".
   - You are asked to enter confidential data such as a password, the PIN for your online bank account or a credit card number.
   - The e-mail contains links or forms.
   - The e-mail appears to come from a known person or organization, but the sender's request seems unusual.

   If you have clicked on a suspicious link or opened a suspicious file, inform the management immediately to check for possible malware.

6. **Secure passwords:** Passwords must consist of 8 or more characters and contain at least 4 different types of characters (e.g. upper or lower case letters, special characters or numbers). The same password must not be used for different accounts. To generate secure passwords and avoid having to memorize them, we recommend using the password manager Bitwarden.