

Andy Schwartz

"Safety first, but let me do my job efficiently!"

PERSONAL INFORMATION

Age:	30 years old, married
Profession:	shop floor worker
Hometown:	Berlin
Hobbies:	swimming, electronic music
Characteristics:	punctual, safety-conscious, privacy-minded

INDUSTRIAL WORK PROFILE

Work Environment:	daily work in hazardous environment
Shift Pattern:	occasional overtime shifts
Area Knowledge:	very good
System Knowledge:	good
Safety Equipment:	full PPE required
Work Mode:	hands-on with robots and chemicals
Restriction:	must stay within safe zones
Preferences:	clear safety protocols, minimal interruptions, data privacy

EXPECTATIONS

Andy expects...

- real-time safety alerts for genuine hazards
- quick access to emergency procedures
- privacy protection for personal data
- no unnecessary workflow interruptions

DAILY ROUTINE

Andy arrives at the industrial facility early to put on his safety equipment. Throughout his 8-hour shift, he works closely with industrial robots and handles hazardous materials, requiring constant attention to safety protocols. He has to follow rigorous safety procedures, but gets frustrated because they disrupt his routine. By the end of his shift, Andy is exhausted, making end-of-shift tasks challenging, as he needs to maintain the same level of safety awareness while completing final documentation and handover

procedures. He is concerned about maintaining focus during these critical end-of-day procedures when his energy is lowest.

Emily Brown

"Safety compliance isn't just a goal - it's a requirement."

PERSONAL INFORMATION

Age:	28 years old
Profession:	shop floor manager
Hometown:	Berlin
Hobbies:	rock-climbing, reading books
Characteristics:	business-oriented, safety-conscious, busy, assertive

INDUSTRIAL WORK PROFILE

Work Environment:	daily work in an office building near the factory
Shift Pattern:	occasional overtime shifts
Area Knowledge:	good
System Knowledge:	good
Work Mode:	supervisory, administrative, emergency response oversight
Preferences:	clear safety protocols, efficient reporting systems, streamlined processes

EXPECTATIONS

Emily expects...

- real-time safety alerts for safety incidents
- quick access to emergency procedures and incident reports
- detailed tracking of safety violations
- performance metrics for safety adherence
- only be notified if there is a safety incident
- streamlined administrative processes
- reliable communication channels with shop-floor workers

DAILY ROUTINE

Emily's day revolves around maintaining safety standards while optimizing productivity. She arrives at her office by 7:30 AM to review overnight reports and prepare for the morning staff meeting.

Her typical duties during the day include:

- Review of safety reports and incidents
- Team meetings and performance reviews

- Safety compliance audits
- Process optimization planning
- Emergency response coordination when needed
- Handling escalated safety concerns from floor workers
- Coordinating with other department managers

The constant juggling of responsibilities necessitates the implementation of efficient systems that do not diminish the limited time available to her. Should an incident occur, she requires immediate and accurate information to make prompt decisions.

Kevin Crimson

"Just let me do my job and respect my time."

PERSONAL INFORMATION

Age:	41 years old, married
Profession:	shop floor worker
Hometown:	London
Hobbies:	darts, sky gliding
Characteristics:	privacy-focused, experience, routine-oriented, values work-life balance

INDUSTRIAL WORK PROFILE

Work Environment:	daily work on the shop-floor
Experience:	10+ years in manufacturing
Shift Pattern:	regular shifts
Area Knowledge:	very good
System Knowledge:	very good
Safety Equipment:	eye and ear protection
Work Mode:	work at assembly line
Restriction:	may not leave designated areas
Preferences:	clear safety protocols, minimal interruptions, consistent schedules
Union member:	active participation

EXPECTATIONS

Kevin expects...

- no unnecessary workflow interruptions
- access to emergency procedures
- privacy protection for personal data
- adherence to scheduled shift times
- clear communication about changes

DAILY ROUTINE

Kevin's approach to work reflects his years of experience and preference for established routines. After putting on his safety equipment, he prepares his workstation and ensures that all tools and materials he needs are accessible.

His typical day includes:

- Pre-shift safety equipment check
- Assembly line work with scheduled breaks
- Regular quality control checks
- Coordination with team members
- Documentation of completed work
- Strict adherence to designated break times
- End-of-shift cleanup and handover

As a veteran worker, Kevin has a thorough understanding of the shop-floor workflow and strongly resists unnecessary changes or interruptions. His experience allows him to maintain high quality standards while working at a steady, sustainable pace. He's particularly adamant about his privacy, maintaining proper work-life balance and avoiding overtime, prioritizing his family time and hobbies.

Disclaimer: Some parts of this document were generated or complemented using Anthropic's Claude 3.5 Sonnet LLM. In a real-world scenario, we suggest consulting current employees to gain insights into their workflows and elicit strong requirements.

We base the persona descriptions on:

L. Schneidewind, S. Hörold, C. Mayas, H. Krömker, S. Falke, and T. Pucklitsch, "How personas support requirements engineering," in *2012 First International Workshop on Usability and Accessibility Focused Requirements Engineering (UsARE)*, Jun. 2012, pp. 1–5. doi: [10.1109/UsARE.2012.6226786](https://doi.org/10.1109/UsARE.2012.6226786).