

User personas WEAR organization

Dit document bevat de persona's die ik heb gemaakt om de doelgroep van de WEAR organization app te definiëren.

Persona 1: manager

Deze persona zal een manager rol krijgen in de app. Hij kan instellingen aanpassen van zijn organisatie en collega's.



John H.

Age: 34

Occupation: Head of IT

Location: Eindhoven, NL

Profile

John is the head of IT at a big company. He manages IT related services and projects and makes sure his colleagues have what they need to succeed. In his free time, he likes going to tech & car expositions.

Likes

- Tech
- Watches
- Cars

Dislikes

- Inefficiency
- Traffic
- Public waste

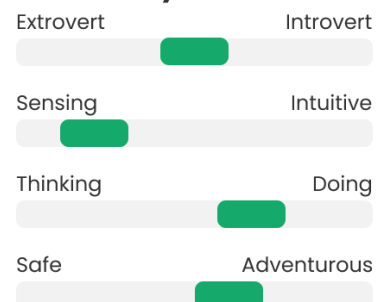
Goals

- Become CEO of a major corporation
- Kickstart a tech gadget
- Own a Tesla

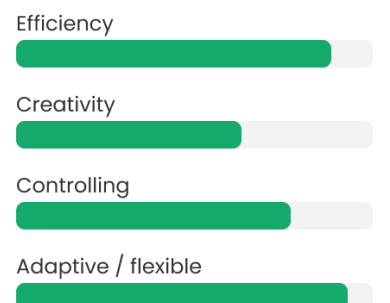
Brands



Personality

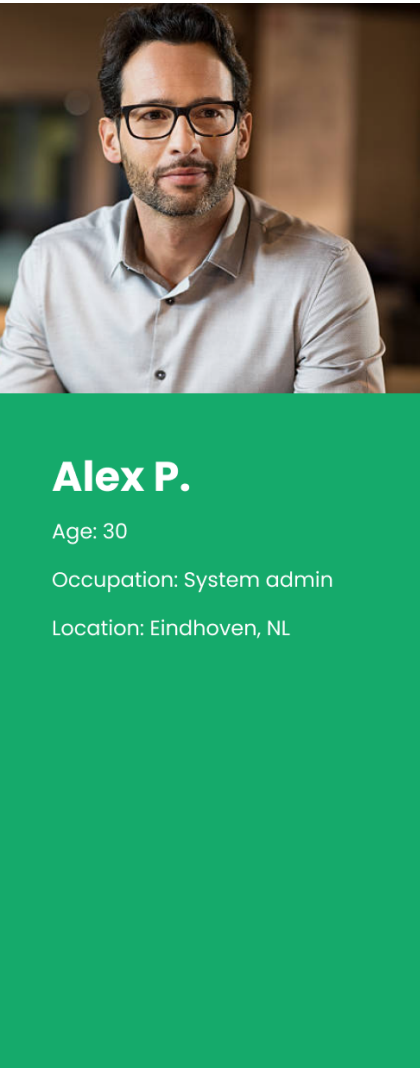


Traits



Persona 2: gebruiker

Deze persona is een standaard medewerker. Hij gebruikt de WEAR app om zijn alledaagse taken op de werkvloer te versnellen of contacten te delen.



Profile

Alex is a system administrator working for a big company. In his free time he loves watching TV shows or playing with his dog. Alex likes gadgets and has a bunch of smarthome accessories.

Likes

- Tech
- Animals
- TV shows

Dislikes

- Loud talkers
- Public transport
- Slow walkers

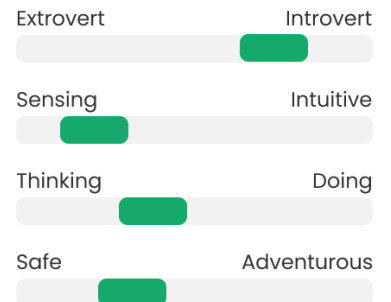
Goals

- Start a family
- Get a second dog

Brands



Personality



Traits

