

# Labo 1: Personas

# Deel 1: User Classes

Lijst de verschillende user classes op inclusief beschrijving

**TABLE 6-1** User classes for the Chemical Tracking System

Name	Number	Description
Chemists (favored)	Approximately 1,000 located in 6 buildings	Chemists will request chemicals from vendors and from the chemical stockroom. Each chemist will use the system several times per day, mainly for requesting chemicals and tracking chemical containers into and out of the laboratory. The chemists need to search vendor catalogs for specific chemical structures imported from the tools they use for drawing structures.
Buyers	5	Buyers in the purchasing department process chemical requests. They place and track orders with external vendors. They know little about chemistry and need simple query facilities to search vendor catalogs. Buyers will not use the system's container-tracking features. Each buyer will use the system an average of 25 times per day.
Chemical stockroom staff	6 technicians, 1 supervisor	The chemical stockroom staff manages an inventory of more than 500,000 chemical containers. They will supply containers from three stockrooms, request new chemicals from vendors, and track the movement of all containers into and out of the stockrooms. They are the only users of the inventory-reporting feature. Because of their high transaction volume, features that are used only by the chemical stockroom staff must be automated and efficient.
Health and Safety Department staff (favored)	1 manager	The Health and Safety Department staff will use the system only to generate predefined quarterly reports that comply with federal and state chemical usage and disposal reporting regulations. The Health and Safety Department manager will request changes in the reports periodically as government regulations change. These report changes are of the highest priority, and implementation will be time critical.

# Deel 2 Personas

- Kies 1 user class (de belangrijkste) en creëer een persona



<https://medium.com/@joydeep.roni/designing-a-stock-management-app-ux-case-study-2d915f45bdf8>

## John

Senior Project Manager at XYZ Software

### Background:

- 5 years as a Project Management Professional
- College Degree in Business and Psychology
- Active in PMP LinkedIn Community

### Demographics:

- Male, Early 30's
- Tech Savvy - Heavy Smartphone User
- Married with two young children
- Even tempered, with very high standards

### Goals:

- Provide excellent service to internal clients
- Keep multiple projects on time and on budget
- Plan projects effectively to prevent scope creep

### Challenges:

- Shrinking budgets and timelines
- Finding reliable and skilled service providers
- Staff turnover



### Main Objections/Questions:

- How much experience do you have?
- What's your process?
- How do I know you are reliable?

### What Can We Do?

- Provide referrals/testimonials
- Provide daily/weekly status updates as needed
- Deliver results-driven, high quality content on time and on budget

# Facility/Operations Manager Fred



## Personal Background

- Age: 45-55
- Married with 1 kid in College, 1 in HS
- Education: Undergraduate

## Role: Facility or Operations Manager

- Job measured: space and operations efficiency, employee productivity
- Skills required: People management, analysis, industry knowledge
- Reports to: CEO or General Manager
- Manages: Operations staff

## Company information

- Industry: Distribution, Manufacturing, 3PL
- Yearly Revenue: \$20M
- Employees: 100

## Goals and Challenges

- Success means: a raise and promotion
- Values most: Job security, family, recognition for success, church
- Biggest challenges: New systems, managing people, keeping all balls in air
- Biggest objections: Appearance, liability, suitability, not state of the art, look dumb

## Shopping and Industry News Preferences

- Preferred communication: Email, phone
- Use internet for buying research: Much
- Gets updated industry news: Specific industry publication
- Industry publications: Trade magazines
- Industry associations: Industry trade groups
- Social networking sites: LinkedIn?