DebtChasers Personnae



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Personae Information:

### Jenny:

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| **Biographic** | Jenny is married and lives in Wilmette with her husband and two children |
| **Demographic** | She is 48 years old |
| **Psychographic** | Jenny wants to leave a legacy and she most certainly doesn’t want to be the daughter who ran her father’s company into the ground.  Spurred on by her dual concern for her pension and her employees she would like to re-invigorate the business.  She is confident that there must be a way but isn’t sure what that way might be. She is equally confident that the bank will give her the money to invest if she can work out what is required. |
| **Technographic** | Jenny isn’t exactly technology-centred. She’s watched the business grow from being a couple of type-writers to a mix of type-writers and computers with printers. She isn’t exactly sure how this happened but she is pretty sure that things could be better organized to make life easier for everyone. |
| **Relationship to the business** Role, status, perception | Managing director, high status. Jenny is viewed by her employees as a fantastic boss; calm and in control, but a bit lost with new technology and how to make it work for her company. |
| **Business relationship to person** brand, attitude | Jenny is very attached to DebtChasers – it is her family’s business – she is also very attached to the people who work for her and doesn’t want to feel like she is letting them down. |
| **Knowledge and experience** Subject matter, computer proficiency, employment history**,** Novice, beginner, intermediary, expert | Jenny isn’t really an expert at the business process or the technology aspects of the business she knows what is going on but hasn’t worked ‘on the front line’ for some time.  She’s realized recently that the business has got too large for her to hold all the information about it in her head or on paper. |
| **Goals, needs, desires, attitudes, motivations**  Emotional, motivational, big picture, needs, frustrations, attitude to job | For Jenny to be able to reinvigorate the business she needs to be more up to date with what the business is doing.  She’s worked out that she needs to know:  How many letters are being serviced each day/week/month/year  Where that business is coming from  Who is dealing with the business each day  How to enable her team to deal with customers each day  How to deal with invoices that arrive without a sticker – could she instigate a higher fee for processing them – and if so how could that be managed?  How to deal with debts that aren’t paid after 4 letters? Is there a way to work with Louis Goldsmith next door to provide an onward debt-management service through the courts? |
| **Environment**  Physical, technical, space, location | Jenny works in the same office in Chicago. She likes working there and has built up a very strong relationship with her team and with the law firm next door. |
| **Context of usage**  Task content, role, responsibilities, device constraints, error tolerance | Jenny’s role is to manage the team.  She is responsible for ensuring that they have everything that they need – paper, envelopes etc and for maintaining the team to their standards. |
| **Possible Scenario:** | “I have an invoice with no sticker on it. I **don’t want to throw it in the bin.** I need to locate the customer and ask if they would like to have the invoice chased. If so I need to be able to **charge them extra** if they do want the invoice to be chased”  “I am trying to understand my business I need to know how many letters were sent out today, by customer and by employee. I also need to be able to have that information also for this week, this month and this year. |

### Marilynn Parr:

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| **Biographic** | Marilynn lives in Lombard, a suburb of Chicago |
| **Demographic** | She is 45 years old |
| **Psychographic** | She has two grown up children (Lucy & David) who have left home. Marilynn is saving for her retirement, at work she feels fulfilled at the end of the days when she has been able to type as many letters as are required and answer the telephone for everyone. She really would just like it to be a lot simpler to achieve that every day. |
| **Technographic** | Marilynn does not have a computer at home and has never really used one. There are computers in the office and she has been to some training courses but has always managed to avoid using a computer as part of her job. The prospect of having her type-writer taken away worries her, even while she knows that it will probably be better in the long-run. |
| **Relationship to the business** Role, status, perception | Administrative assistant, fairly low status, although is the sister of the MD, very positively perceived in the business because of her speedy typing skills and way of dealing with customers and debtors |
| **Business relationship to person** brand, attitude | Marilynn is very attached to DebtChasers brand as it is her family’s business. |
| **Knowledge and experience** Subject matter, computer proficiency, employment history**,** Novice, beginner, intermediary, expert | Marilynn is has worked for DebtChasers for 25 years. She is the daughter of the original owner. She deals with the customers and debtors alike on the telephone in an exemplary fashion; in fact she knows many of them by now and is widely trusted. She is an expert when it comes to the business process but a novice when it comes to computers |
| **Goals, needs, desires, attitudes, motivations**  Emotional, motivational, big picture, needs, frustrations, attitude to job | Marilynn would like to get more letters out of the door quicker. She would like to be able to handle clients and debtors who telephone the office with more ease. She finds it difficult to find their records and that can be embarrassing and causes some stress.  She would like to be seen to be doing a good job for the company – which was founded by her father and is run by her sister. |
| **Environment**  Physical, technical, space, location | Marilynn works in the main office with the team. She has her own desk and her own type-writer with a lovely view out the east window toward Lake Michigan. She has sat at this desk for 25 years and has seen the team grow up around her. She has used the same type-writer for 15 years and tends to it like a living creature. |
| **Context of usage**  Task content, role, responsibilities, device constraints, error tolerance | Marilynn carries out the following tasks – depending on how the team divides itself each day:  Opening Mail  Sorting Invoices and checking for stickers  Creating the report of letters that need to be typed today from a print out of the Excel spreadsheet  Typing out letters  Mailing letters at the end of the day  The team tries as much as possible to send out letters with no typos – she would like it to be easier to check and to change errors – at the moment she sometimes has to re-type letters.  Marilynn is also worried that sometimes she records the fact that an invoice has been paid when she couldn’t really confirm that it was the customer who was calling. She would like a way to easily verify who she was speaking to – a bit like they do when she calls the bank. |
| **Possible Scenario:** | “I have an **irate customer** on the phone who wants to know **why** one of her clients has received a demand letter again, when the **debt has already been paid.**  I need to **locate her** on the system and **find the record** of the invoice.  I’ve got to **do it quickly**, and it would be good if I were able to ask some **identification questions** that I can **verify the answers to** before I change the invoice to record the fact that it has now been paid.  “It’s 4:50 in the afternoon and I’ve finished typing up my letters. I notice that I’ve made a typo in one of them. **I need to mail these letters before 5pm** I need to correct quickly the error so that this letter can be included in today’s mail” |