

# User Personas

## Stock Controller

<i>Name</i>  Karen	<i>Values &amp; Behaviours</i> <ul style="list-style-type: none"><li>• Passionate about accurate records</li><li>• Wants a workload that matches her short shifts</li><li>• Doesn't want to change job</li></ul>
<i>Demographics</i> <ul style="list-style-type: none"><li>• Worked in the shop for 20 years</li><li>• Works part-time every weekday morning</li><li>• Only uses technology at work</li><li>• Wears glasses</li></ul>	<i>Needs &amp; Goals</i> <ul style="list-style-type: none"><li>• Would like everything to be as easy as a pen &amp; clipboard</li><li>• Would like forms that match the way she does the job</li><li>• Needs manufacturers' details to order more stock</li></ul>
	<i>Pain Points</i> <ul style="list-style-type: none"><li>• Doesn't like walking back and forth to the office to use a computer</li><li>• Doesn't like lots of new training to do a job she already can do</li></ul>

# Sales Assistant

<i>Name</i>  James	<i>Values &amp; Behaviours</i> <ul style="list-style-type: none"><li>• Wants to help every customer: a happy customer is easy to up-sell accessories to!</li><li>• Everyone should go home with a purchase</li></ul>
<i>Demographics</i> <ul style="list-style-type: none"><li>• Worked in the shop for 5 years</li><li>• Full-time sales assistant</li><li>• Works peak times at weekends and holidays</li><li>• Has a family and loves his sales bonus</li></ul>	<i>Needs &amp; Goals</i> <ul style="list-style-type: none"><li>• Needs to find in-stock products for customers</li><li>• Needs to find accessories to sell to customers</li><li>• Find manufacturers' details to handle customer problems</li></ul>
	<i>Pain Points</i> <ul style="list-style-type: none"><li>• Inaccurate inventory is embarrassing in front of customers</li><li>• Orders not being placed because inventory isn't kept updated</li></ul>