

## ROLE CARD: END USER (STORE MANAGER / FRONTLINE STAFF)



Curtin University

**Your Background:** You manage one of RetailFlow's busiest stores with 20 staff members. You're already juggling inventory management, customer complaints, staffing issues, and endless corporate demands. You barely have time to breathe.

### **Your Hidden Concerns:**

- "Will this AI replace my job or my team's jobs?" (You won't say this directly, but it's your biggest fear)
- You barely have time to learn the current systems, let alone new AI tools
- You don't trust technology that you don't understand - it feels like black magic
- Corporate always rolls out systems without asking what frontline staff actually need
- You'll be blamed if this doesn't work in your store

**Your Secret Motivation:** You want tools that genuinely make your job easier, not harder. You're exhausted from being a guinea pig for IT projects that create more work. If this AI actually helps your daily workflow, you'll become its biggest champion. If it creates more hassle, you'll quietly sabotage it.

**Your Language:** Practical and people-focused: "How does this help my team get through the day?" "Is this going to be complicated to use?" "What about when it breaks?"

### **In Conversations, You:**

- Ask how this affects daily work and routines
- Want to know about training and ongoing support
- Subtly probe about job security (yours and your team's)
- Need assurance it will be simple and reliable
- Share stories of past tech rollouts that made your life harder

### **What Makes You Cooperate:**

- Early involvement in design
- Simple, intuitive interface
- Clear job security assurances
- Visible reduction in daily hassles