

User Interface Development - Laboratory Laboratory 4

Group D

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Mehmet, Intercity Salesman in Turkey

Mehmet's Story:

Mehmet is marketer man in a place that sells spare parts . He works north side of Turkey and tries to sell the materials in wholesale. He has a family but his life passes on the roads. He likes his job.

Event of his :Mehmet was going from Istanbul to Trabzon to sell spare parts by his car. When he is on the road, his vehicle overheated and he had to stop. The water in his car radiator has gone and he didn't realize it. Actually it was very simple problem but he didn't think and he had to find car tow. Finally he found a number of car tow in internet and called it. They did their job but they wanted too much money because he got stuck and he was far from home.



Goals: He is very close to the cars and tries to fix it if he encounters problem. As a result, it solves technical problems, sometimes on its own, sometimes with professional help. Taking professional support is difficult. He have to search and find them but finding nearest, cheapest, qualified support is hard to find. Also he should be leery about taking professional support because he can get laid. In summary he want to solve technical problems as soon as possible.

Expectation : The user's expectation is repairment guide. For example detailed instructions for handling simple problems such as blowout or adding wiper fluid. Also he may needs a professional support. For example big problem which he cannot handle it on his own such as car crash or engine failure and so on.

Psychographic Attributes

- Social behavior offline or online : offline
- Social media preferences : facebook
- Level of digital fluency : 3/5
- Profession and industry : Marketing auto parts.
- Content preferences and consumption habits : Standard Turkish family contents.
- Personality type : Persuasive.
- Level of energy/activity : 4/5
- How long they take to buy : It takes not long time.
- Attention span : Good enough.
- Introvert or Extrovert : Extrovert.
- Spender or penny-pincher? : Spender
- Someone who shares or hoards? : Shares.
- Cultural preferences (Music, movies, books etc.) : Watching tv and listening radio.
- Activity preferences (hiking, walking, eating out, reading) : Walking, eating.

Demographic Identifiers

- Age : 41
- Gender : Male
- Title : Salesman
- Degree : mid-school graduate.
- Salary range : 6000₺
- Geographic location : Turkey
- Marital status : Married
- Type of neighborhood they live in : Quiet Istanbul neighborhood.
- Car they drive : Average company car (sedan).

Goals & Motivations

- To met new pople and testing his persuasion.
- A quiet job , quiet time spending.
- Having a family.
- Driving alone.

Their Roadblocks & Challenges

- Family longing.
- Dealing with rude people.
- Irregular working hours.

Sales Objections

- Cost too much
- Poor perceived quality
- Not understanding what they're getting
- Perceives a similar benefit from free/cheap alternatives

Ewa, The Biotechnonology Student of Politechnika Wroclawska



Ewa's Story:

Ewa has been studying for 2 years in Politechnika and also living here. She's from Poland but another city which is called Varsaw. She usually borrows a car from an application and drives. She also goes another city because she likes exploring things new. Due to she goes another cities that she needs some information about car because she doesn't know anything. Something can happen any time she doesn't expect. For these reasons, the user expects the application to have what the user needs at critical moments.

EVENT OF HER : While she was going to Kraków with her own car, the wiper water ran out and did not know how to fill it. The glass was getting dirty and could not see the road clearly. For this reason, it fell into a pit and a tire burst. He pulled his vehicle over and didn't know what to do as he hadn't changed tires before. He could not find any help phone and signaled to passing cars for hours and waited for someone to help. Eventually someone stopped and helped but this incident was really devastating for him.

GOALS : Her goal is to feel safe going somewhere. Because the problems with the car, even if they are small or big, can cause her all kinds of trouble if she does not have much information.

EXPECTATIONS : For these reasons, the user expects the application to have what the user needs at critical moments. For example, she thinks where to look for when the car is stuck on the road, what to do when the wiper breaks down in rainy weather or needs equipment to do simple things(that means finding close places about necessity) and so on.

Real Quote:

"I usually drive a car and it's going to be part of my life. So if I know something about car before I drive or go somewhere, that might make me feel better and it can reduce my anxiety."

Psychographic Attributes

- Social behavior offline or online : online
- Social media preferences : instagram and tinder
- Level of digital fluency : 5/5
- Profession and industry : Student
- Content preferences and consumption habits : Simple things to prepare and me.
- Personality type : Funny.
- Level of energy/activity : 5/5
- How long they take to buy : It takes long time.
- Introvert or Extrovert : Extrovert.
- Spender or penny-pincher? : Have to be spender
- Someone who shares or hoards? : Balanced.
- Cultural preferences (Music, movies, books etc.) : Music, Driving a car.
- Activity preferences (hiking, walking, eating out, reading) : Walking.

Demographic Identifiers

- Age : 20
- Gender : Female
- Title : Student
- Degree : University(still).
- Salary range : 0
- Geographic location : Poland
- Marital status : Not married
- Type of neighborhood they live in : students.
- Car they drive : Sedan and Jeep.

Goals & Motivations

- Learning new places that's not explored yet
- Professional driver and can handle it everything she needs
- Feeling free and living alone are my source of motivation

Their Roadblocks & Challenges

- Not having job makes a little difficult because there is no salary
- Being woman makes it a little bit difficult because of aspect of people

Sales Objections

- Too much cost
- Not necessary things that app includes



Ali, International Truck Driver

Ali's Story:

Ali is the truck driver from Turkey and he carry various things international. He has a own truck and he has been interested in trucks since his childhood. When he comes home he stays with his father and mother .He enjoyed his job a lot. He also made friends from abroad and he likes to met new kind of people.

EVENT OF HIS :

This event happened one year ago and he was on the travelling through to the Bulgaria. He reached there but that was the first time he was in the Bulgaria which means he doesn't know anywhere. Before he arrived the Bulgaria he knew that there are some useful things (car accessories) for his truck and that's why he wanted to buy them such as carpet etc. He started looking place where he could buy but he couldn't find because he also couldn't talk people because of difference of language. So this process was very painful for him. He started looking each of streets to find and that took very long time.

Goals:

He likes to buy new thing in his truck such as accessories. To buy new accessories abroad, he has to find a shop where truck parts and truck accessories are sold. Also if he needs a mechanic, he can find mechanic with least effort.

He also needs emergency notification because he spends too much time on the roads and he sees to many accidents among other vehicles especially in bad weather conditions. If he can do this job quickly, It will be good for everyone. Because he cannot help everyone and every situation, he needs to make an emergency call for accident.

Expectations:

To sum up the user's expectation is finding places about trucks such as mechanic, accessory dealer. He needs quick emergency notification for accidents .

Psychographic Attributes

- Social behavior offline or online : Online
- Social media preferences : Youtube
- Level of digital fluency :5/5
- Profession and industry : Truck driver.
- Content preferences and consumption habits : Generally prepared foods
- Personality type : Honest
- Level of energy/activity :5/5
- How long they take to buy : Short time.
- Attention span : Very good.
- Introvert or Extrovert : Extrovert
- Spender or penny-pincher : Spender.
- Someone who shares or hoards : Loves sharing
- Cultural preferences : Music.
- Activity preferences : Beautify his truck.

Demographic Identifiers

- Age : 26
- Gender : Male
- Title : Truck driver
- Degree : High school.
- Salary range : 6000- 7000₺
- Geographic location : Turkey
- Marital status : Single
- Type of neighborhood they live in : Quiet Ankara districts.
- Car they drive : He has a own truck.

Goals & Motivations

- Travelling new places.
- Owning a truck.
- Being excited person and always want to explore something is his motivation
- Not like being in crowded places, he always alone in truck. That's also nice for him

Their Roadblocks & Challenges

- He must focus his own way because long travelling is always difficult for drivers.
- Also sleeping problem and being alone make this situation more worst. Because changing driver for long travelling is always nice.

Sales Objections

- He might not like details of app because most of people doesn't like details
- Think that too much cost to buy something

