

User Interface Development - Laboratory Laboratory 4

Group D

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Bartek, Security of Student dormitory **T-17**

Bartek's Story:

Bartek is responsible man in t-17 dormitory , where has's been creates safe environment for students for several years. He used to work at the factory. His and his wife's relations lives in another city. So they often go out of town and travel another places. They always travel by car to provide transportation.



He has a old car that he loves. This car is breaks down many times and he searches mechanic or car spotter to fix non simple problems. Actually he fixes simple problems himself but searching help is take to much time. He want to be able to summon help easily.

Real Quote:

" I would like to summon help easily and not pay through the nouse. Car carriers takes a lot of unfair money and it needs to get in order. Also I can fix simple problems but it would be great if I had a guide for this."

Psychographic Attributes

- Social behavior offline or online : offline
- Social media preferences : facebook
- Level of digital fluency : 3/5
- Profession and industry : Security
- Content preferences and consumption habits : Standard Polish family contents.
- Personality type : Honesty.
- Level of energy/activity : 3/5
- How long they take to buy : It takes long time.
- Attention span : Not good due to old age.
- Introvert or Extrovert : Introvert.
- Spender or penny-pincher? : Penny-pincher
- Someone who shares or hoards? : Balanced.
- Cultural preferences (Music, movies, books etc.) : Football.
- Activity preferences (hiking, walking, eating out, reading) : Walking, eating.

Demographic Identifiers

- Age : 50
- Gender : Male
- Title : Security
- Degree : High school graduate.
- Salary range : 2300 – 2900 zł
- Geographic location : Poland
- Marital status : Married
- Type of neighborhood they live in : Quiet Wrocław neighborhood.
- Car they drive : Old sedan.

Goals & Motivations

- Being among young people and feeling young.
- A quiet job , quiet time spending.
- Having a family.
- Driving other places with his wife.

Their Roadblocks & Challenges

- Old age
- Dealing with younger 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
- Stakeholdering.



Mario, The Computer Science Student of Politechnika Wroclawska

Mario's Story:

Mario is the Computer Science student of Politechnika Wroclawska University where he has been just for 3 week but that will be 4 year. He normally lives in Italy but came here to improve himself about his job. He's a small and cheap car. He may having trouble about that because his car may break down and it is difficult to communicate about it because everyone doesn't know speaking English and he can't speak Polish.

Real Quote:

" I want to go different places, countries with my car."

Psychographic Attributes

- Social behavior offline or online : Online
- Social media preferences : Instagram
- Level of digital fluency :5/5
- Profession and industry : Student
- Content preferences and consumption habits : Generally prepared foods
- Personality type : Funny and Honest
- Level of energy/activity :5/5
- How long they take to buy : Too much because of salary
- Attention span : Very good because this guy is young
- Introvert or Extrovert : Extrovert
- Spender or penny-pincher : Have to be spender
- Someone who shares or hoards : Loves sharing
- Cultural preferences : coding and music
- Activity preferences : cooking food and walking with their friends

Demographic Identifiers

- Age : 21
- Gender : Male
- Title : Student
- Degree : Bachelor
- Salary range : 0
- Geographic location : Poland/Wroclaw
- Marital status : Single
- Type of neighborhood they live in : Dormitory
- Car they drive : Not yet

Goals & Motivations

- Living and learning this city
- Being to have a reputation
- Driving professionally, knowing everywhere when he wants to go somewhere
- Our application idea is really a motivation for him
- The fact that this city is not crowded is another source of motivation

Their Roadblocks & Challenges

- Being student makes the life difficult
- Not taking salary also difficult to think everything because Money that doesn't belong to itself is always troublesome

Sales Objections

- When he does not like the product he bought or does not meet the way he hopes
- When he sees the quality of service he receives inadequate
- more expensive than it should be

Sofia, Manager of Student dormitory T-17

Sofia's Story:



Sofia is the manager of t-17 dormitory and she lives in Wroclaw for so many years. She is very courageous and high-presure woman and she knows how to contact to other people. She likes discovering things new. She is married and has a happy family. She has a car and driving license and she is driving a car carefully and attentively so we can say that she is a good driver. However she doesn't know much about cars and handwork, she always want to take professional support such as mechanic or car carriers because her time is very important to her.

Real Quote:

"You can buy everything except time..."

Psychographic Attributes

- Social behavior offline or online : Online
- Social media preferences : Twitter
- Level of digital fluency :4/5
- Profession and industry : Management
- Content preferences and consumption habits : Standard Polish family contents
- Personality type : Diciplined and kind.
- Level of energy/activity :4/5
- How long they take to buy : In a short time.
- Attention span : Good
- Introvert or Extrovert : Balanced
- Spender or penny-pincher : Spender
- Someone who shares or hoards : Loves sharing
- Cultural preferences : Reading a book and listening classical musics.
- Activity preferences : Travelling with her family.

Demographic Identifiers

- Age : 35
- Gender : Female
- Title : Dorm Manage
- Degree : Bachelor
- Salary range : 5000zt
- Geographic location : Poland/Wroclaw
- Marital status :Married
- Type of neighborhood they live in : Family houses.
- Car they drive : Middle segment hatchback.

Goals & Motivations

- Having a family.
- Has the job she likes doing.
- Classical musics.
- Seeing happy students.

Their Roadblocks & Challenges

- Technical problems in cars or any other tools.
- Time
- Dealing with hard people.

Sales Objections

- Not a good personality fit
- Cost too much
- Poor perceived quality
- Perceives a similar benefit from free/cheap alternatives
- Concerned product/service won't drive the expected outcome they want