PROJECT PERSONAS

PERSONAS FOR USER (CUSTOMER)

**PERSONSA 1:**

Name: Muhammad Sohaib

Age: 26 years

Designation: Student

Institute: INDUS University

Program: BS Media & Arts

**Background Information:**

Sohaib study in INDUS university in a program Media & Arts. His knowledge is too good and very intelligent person he is. He is also a photographer but last week he left it because of paper in university.

**Motivation and confidence:**

He is very motivated person but has best confidence to talk with teachers or make friends.

**What is your experience of using vending machine in your life?**

I have used Vending Machine last time at Aga Khan Hospital. He used Vending Machine because his friend was admitted here. He was too hungry. So he decided to buy something and without going outside of Hospital.

**What are your suggestions for improvement of vending machine?**

I would suggest to change the interface of vending machine too be more user-friendly also there should be a confirmation list showing items name instead of code and a cancel option. My 100 rupee note was once grabbed by machine showing that the note is not real although the note was real at least it should have returned it to me so I can use it elsewhere.

**PERSONA : 2**

**Name: Aisha Fatima**

**Occupation: Chartered Accountant at A.F. Ferguson**

**Age: 30 years**

**Background Information:**

Aisha completes her CA in 2010 from ICAP. She is senior manager at PWC Pakistan. She has two children of age 5 and 6. She works in morning and look after her house in evening.

**Motivation and confidence:**

She is very energetic person who loves to make new friends. She is adaptive to work environment of any type.

**What is your experience of using vending machine in your life?**

## Vending machine is the perfect solution for my office time snack. I often crave for something to eat way earlier before lunch time then vending machine comes into play, I just go grab a pack of lays and a can of Pepsi and enjoy. The important thing is I don’t have to go outside of my office and thus my lot of time is saved.

**What are your suggestions for improvement of vending machine?**

Items at vending machine are pretty much the same, they should add variety of items like pastry and small cakes should be added too, also my items are sometimes stuck in machine so I have to repay again for the item.

**Name: Inayat Ali**

**Occupation: Manager at Meezan Bank**

**Age: 30 years**

**Background Information:**

Inayat complete his bachelors and masters from IBA. He is a Manager at Meezan Bank of Korangi Branch. He is an introvert person and he likes to spend his time at home with his family.

**Motivation and confidence:**

He is very hardworking person which likes to complete his work on time no matter what the circumstances are, he likes to keep a balance with his work home life.

**What is your experience of using vending machine in your life?**

I have used vending machines at shopping malls and fuel stations. Vending machine is fun way to buy snacks and drinkables. I like the concept and my experience of using vending machines is good overall.

**What are your suggestions for improvement of vending machine?**

I would suggest adding more items in vending machine and also ordering confirmation window because sometimes I select wrong item.

PERSONAS FOR USER (MANAGER)

**Name: Ali Jan**

**Occupation: Manager of HNA vending machines**

**Age: 35 years**

**Background Information:**

Ali jan is the manager of HNA vending machine and he manages all vending machines set by up by HNA corporation. He is working for HNA for 4 years.

**Motivation and confidence:**

Ali Jan is the person with amazing personality and sense of humor. He is the person with good ear and have good listening skills he can tackle with any problematic situation easily.

**What is your experience of using vending machine in your life?**

Being the manager of HNA vendings, I deal with vending machine in my day to day life. I am not very concerned about the current design of vending machine and we as a company are trying to add new features in our vending machine to facilitate our customers in a more effective manner.

**What are your suggestions for improvement of vending machine?**

I am in favor of connecting the vending machine to internet and gather all the vending machine related information on a single platform so that everyone can increase their benefits taking from vending machine.

PERSONAS FOR USER (VM MAINTAINER)

**Name: Suresh Kumar**

**Occupation: Student at Karachi University and VM Maintenance Person**

**Age: 24 years**

**Background Information:**

Suresh is the student of bachelor in food sciences in Karachi university, he works for HNA vending as a Maintenance guy for side income. He is very energetic person and always work on time, he loves to watch cricket.

**Motivation and confidence:**

Suresh is very good both as student and employee at HNA, he is obedient to his manager and works very energetically with punctuality. He is confident working at crowded places.

**What is your experience of using vending machine in your life?**

I am for the maintenance of vending machines, I am the one who stock items in vending machine and I love my work. I make sure that all vending machines are working fine and stock is full of everything and make sure everything is fine.

**What are your suggestions for improvement of vending machine?**

One thing I don’t like about my work is counting stock, like I have to take out all packets from vending machine and check out the expiry date, count them and put them in vending machine and this has to be done for all the products. I wish there should be method that machine should automatically update stock information and store it somewhere so I can get to know which item to add in which quantity quickly.