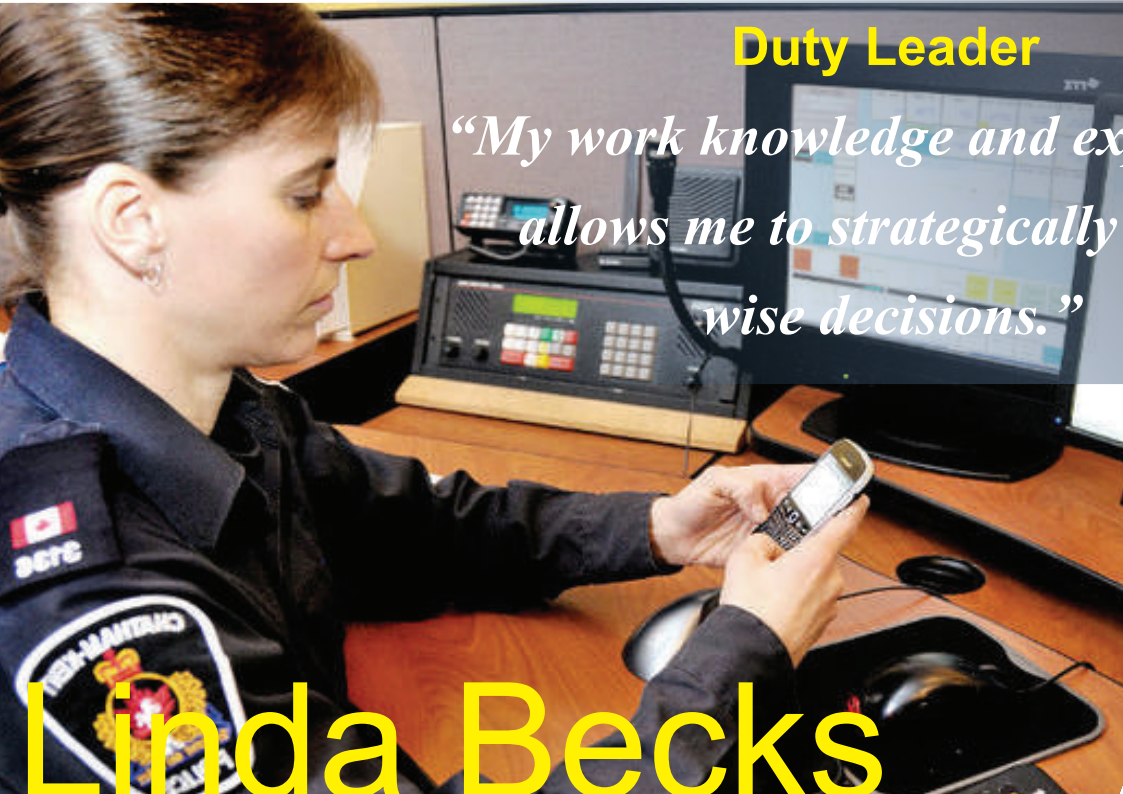CENTRAL

Primary Personas

CALL 11

Info 246 - Smeet Patel

"My work knowledge and experience allows me to strategically make wise decisions."

Linda Becks

Experience: 27 Years; **Age:** 54;
Role: Duty Leader; **Shift:** Day time

About Linda Becks:

Linda is well experience member of Central and has been working for 27 years and now with a grown-up family. She is team leader for the day time shift for 10 years and helps train new staff members, she does not accept any future promotion which have been order as of the responsibility's. She often takes her time getting back to work and orders another member to take her calls as of her health issues.

Key Behaviour and traits:

- Knowledgeable   - Relaxed   - Selfish
- Passive-Agressive   - Dynamic

Goals:

- Take time off for social wellbeing
- Provide more training to staff
- Retried within 12 Years
- Report complete and clear, so the information can be used by the police; as a team

Must (√)

- Provide training mode feedback
- Simple displays
- Reports of worker status

Must not (X)

- Too many popup boxes
- Busy layout to create confusion/ distractions

Communication: ⑧   Work Experience: ⑩   Technical skills: ⑧

Chief Manager

"Treat employees like they make a difference and they will."

Richard Moors

About Richard Moors:
Richard is the chief manager of Central and been working for 24 years. He is very passionate about his work and over the years he has made his way through the employee hierarchy. Richard has been thought it all, he's heard all sorts of complaints and has vast knowledge. He is often seen working overtime due his responsibilities. He also is always present taking calls or assisting other staff, therefore never has free time.

Experience: 24 years; **Age:** 58;
Role: Chief Manager; **Shift:** Any time

Key Behaviour and traits:
- Cooperative   - Efficient   - Analytical
- Experienced   - Leader   - Stressed

Goals:
- Taking calls & helping out as much as possible, to Keep staff motivated
- Improve productivity & soft skills
- Measure employee work performance with metrics, to improve quality

Must (√)
- Simple and easy to read interface
- Provide an overview of all reports and updates
- Must able to store & access, to review information

Must not (X)
- Provide to many feature and function
- System break-down and errors
- Complex layout

Communication: 9   Work Experience: 10   Technical skills: 8+

Day time call agent

"Life is difficult, but we call it an experience."

Alan Cheng

About Alan Cheng:
Alan Chen has family business which he runs from home but also works at Central on the night shift. He often stresses about his personal life and business and therefore sometimes lack attention. Alan also help assist in translating in the complain reports if the perosn can only speak Mandarin. He Believes that there are insufficient resource and information which are available as it is a night shift and other emergency services are limited for assistance.

Experience: 7 and a half Years; **Age:** 54;
Role: Call agent; **Shift:** Nigth time

Key Behaviour and traits:
- Frustrated   - Good Knowledge Retention   - Risk Taker   - Organised

Goals:
- Able to take more complain report per hour
- Provide better assistance dispatching units and Emergency other services

Must (√)
- Provide night time crime option on top
- Clear display of location of emergency units via GPS on screen
- Organised layout structure

Must not (X)
- too many pages and process
- too many brigth features

Communication: (7)   Work Experience: (7)   Technical skills: 8+
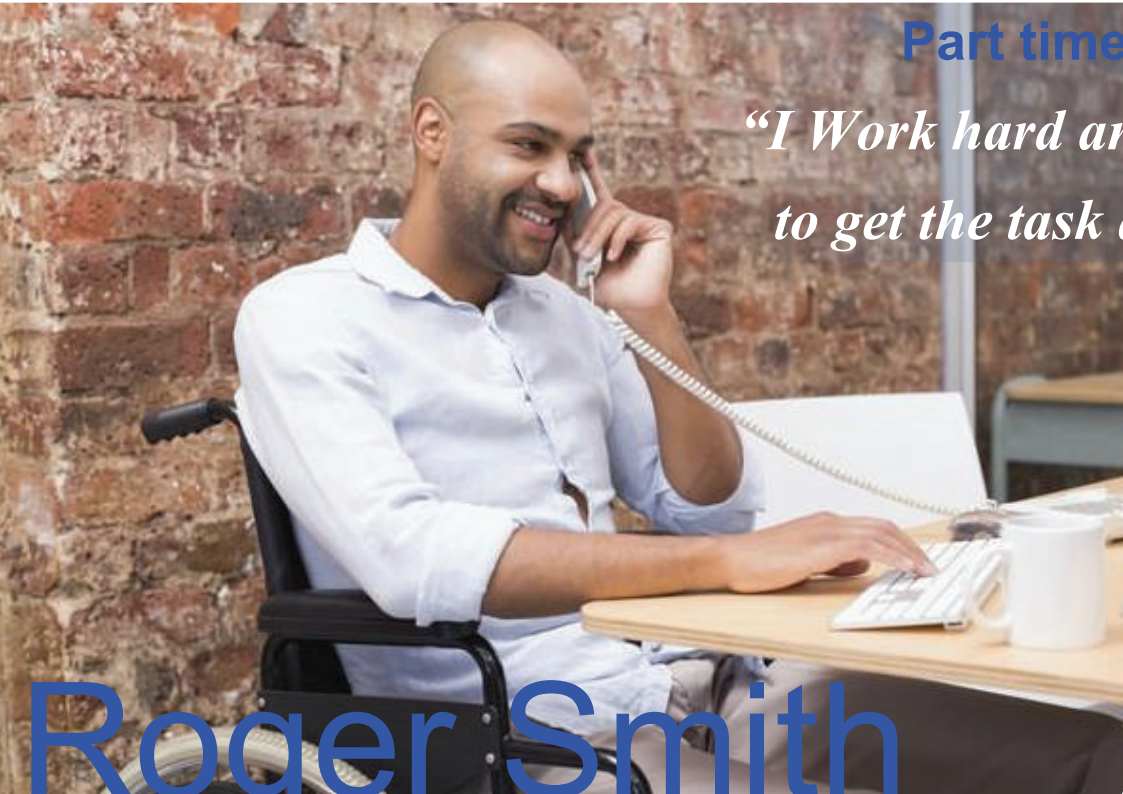
CENTRAL

Secondary Personas

CALL 111

Info 246 - Smeet Patel

"I Work hard and focus to get the task done."

Roger Smith

About Roger Smith:

Roger is an Ex-army officer who got injured on duty and currently is a part timer at Central for 4 and half years. He often tends to get aggressive at time and lacks patients in difficult situations and due accessibility . In his spare time, he likes to help the local community in various ways. Thus tends know a lot of and has high social interaction. This means he knows how people behave and interact. Roger is valuable to central cause he is focused and get the work done.

Experience: 4 and half years; **Age:** 39;
Role: Part timer; **Shift:** Morning time

Key Behaviour and traits:
- Disciplined communicator
- Foused
- Clear
- Passive-Agressive

Goals:
- Maintaining high standards of communication and leadership
- Imporve technical skills (speed)
- Personal growth
- Earn full time working hours

Must (√)
- Simple interface
- Provide visual aid and automated guidance to improve efficiency
-

Must not (X)
- Too many popup boxes
- Busy layout to create confusion/ distractions

Communication: 8   Work Experience: 7   Technical skills: 6

Sonali Kanji

Trainee

"I will continually seek opportunities for learning and growth."

About Sonali Kanji:

Sonali has just returned home after her study at Rikkyo University in Japan couple of years and recently has been recruited into Central. She is undergoing training recently, but lacks confidence in a hectic or in complicated situation and therefore is unfamiliar with procedures and user interface. She is a effective commutator as she's tutored English at Toin Gakuen to 5th former in Japan, while studying in japan.

Experience: 3 Weeks **Age:** 22;
Role: Student / Trainee; **Shift:** Day time

Key Behaviour and traits:

- Frustrated   - Good communicator
- Lack of experience   - Ambitious

Goals:

- Able to take more complain report per hour
- Personal growth of knowledge and experience
- Personal growth

Must (√)

- Training mode
- Simple displays interface
- Report case bases script
- Continuous auto save
- Smart search bar and automated visual aid assistance

Must not (X)

- Irrelevant or extra customisation option on screen
- Busy layout to create confusion/ distractions

Communication: (8)   Work Experience: (3)   Technical skills: (4)

Technical support

"Technical skill and knowledge leads greater potential "

Mathew White

About Mathew White:

Mathew has worked at Datacom for 12 years, he is involved in maintaining, providing a backup of data and updating the Central regularly. He is currently employed by Central to keep the system running. He is not a user of the Central system regularly, only when his work schedule for these operation. Mathew is a passionate application developer, which he has made in his spare time. Sometimes he is required to acted as an operator when the system is live.

Key Behaviour and traits:
- Creative   - Foused   - Resourceful
- Problem solver   - Patience

Experience: 5 years; **Age:** 30;
Role: Technical support ; **Shift:** Any

Goals:
- Provide regular updates to fix bugs and improvements
- Imporve technical skills and incorporate the latest technology
- Improve back-up soluction for the data

Must (√)
- Developer mode, training mode functions
- Code in the simplist form
- Provide visual aid and automated guidance to improve efficiency for operators

Must not (X)
- Restrict design
- Have lengthy code
- Releases update without testing

Communication: 4+   Work Experience: 7   Technical skills: 10