

Team Phoenix – PerkPal (Round 03) - User Personas

Employees

Employee Persona 01 – Anna

Role: HR Manager

Goals and Motivations: Anna has high aspirations for herself and is driven to take part fully in all corporate operations. She wants to increase her tokens by joining extracurricular activities, blogging for businesses, and carpooling. Anna wants to use her tokens to get things like access to the workplace canteen and parking slot. She also appreciates having the opportunity to send tokens to her colleagues for team initiatives.

Pain Points:

- Absence of a central method to monitor and recognize employee participation in events.
- Less chances for workers to participate in extracurricular activities and get credit for their accomplishments.
- Inconvenience in using services like the workplace canteen and allocated parking spaces.

Employee Persona 02 – John

Role: Accountant

Goals and Motivations: During breaks, John enjoys doing sports and working in a team. He wants to take part in carpooling programs and win games in the play area to acquire tokens. John wants to use his tokens to reserve sports fields and use EV charging stations, among other things.

Pain Points:

- Inconsistent chances to engage in athletic activities after work or during breaks.
- Lack of an efficient procedure for reserving sports fields and gaining access to EV charging stations.

Service Providers

Service Provider Persona 01 – Jenny

Role: Canteen Owner

Goals and Motivations: Jenny wants to increase employee attendance at the canteen and improve their meal experience. She wants to take part in the token-based loyalty program by giving employees who use their tokens in the canteen special discounts and offers. Jenny wants to give employees a smooth experience by streamlining the verification and token acceptance process.

Pain Points:

- Attracting employees to the canteen and promoting frequent visits is difficult.
- Inability to collect information and do analysis on usage trends and meal choices among employees.

Service Provider Persona 02 – Edward

Role: Parking Slot Manager

Goals and Motivations: Edward is in charge of overseeing Company ABC's parking spaces. In order to improve the employee parking experience and optimize parking management procedures, his main objective is to integrate the parking system with the token-based loyalty app. Through this, parking access for token holders will be improved, and a smooth redemption process will be maintained.

Pain Points:

- It is challenging to manually coordinate parking slot distributions and guarantee fairness.
- Ineffective monitoring and enforcement of parking laws, which causes illegal parking and traffic.
- It is difficult to improve parking space allocation.