

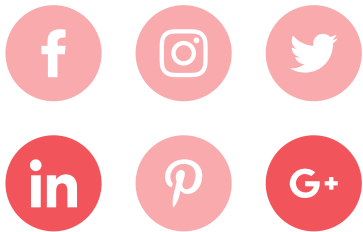
Andreas Weichselbaumer



Age
25 to 34 years

Highest Level of Education
Bachelor's degree (e.g. I

Social Networks



Industry
Technology

Organization Size
11-50 employees

Preferred Method of Communication

- Face-To-face
- Email

Tools They Need to Do Their Job

- Project Management
- Employee Scheduling Software

Job Responsibilities

Delegating work packages to software developers, creating software designs

Their Job Is Measured By

Efficient and less error-prone software designs

Reports to

Area director

Goals or Objectives

Getting a promotion, getting married and having two children

They Gain Information By

Conferences, Internet, Supervisors

Biggest Challenges

- Collaboration & Creativity
- Professional Development
- Communication
- Problem Solving & Decision Making
- Project Management & Disorganization

Mostly concerned about

- Privacy
- Environment

Hobbies

- Likes to extend his own horizon by using bleeding-edge technologies
- Part of a volunteer fire brigade
- Hiking with his girlfriend

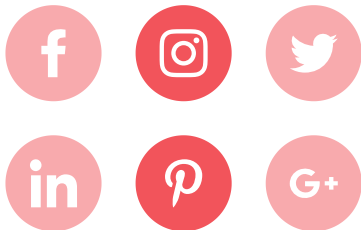
Chiara Unterweger



Age
Under 18 years

Highest Level of Education
Apprenticeship

Social Networks



Industry
Retail

Organization Size
201-500 employees

Preferred Method of Communication

- Social Media

Tools They Need to Do Their Job

- Email
- CRM Software

Job Responsibilities

Filling shelves, consulting customers, sustaining a good reputation for the company

Their Job Is Measured By

Being friendly to customers, revenues, customer feedback

Reports to

department manager

Goals or Objectives

- Earning/Saving money
- Moving out from home

Biggest Challenges

- Communication
- Employee Morale
- Navigating Client Relationships & Communications

Hobbies

- Likes to go out with her friends
- Getting in touch with new people
- Shopping

Mostly concerned about

- Social interaction
- Saving money

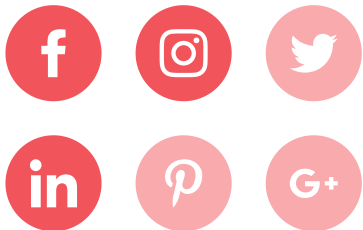
Markus Schmidt



Age
18 to 24 years

Highest Level of Education
Pursuing degree (college)

Social Networks



Preferred Method of Communication

- Social Media
- Text Messaging
- Face-To-face

Goals or Objectives

- Have a good degree to get a well-paid job.
- Maybe founding an own company later.
- Becoming an independent person.

They Gain Information By

Going to conferences, E-Books, Lectures

Mostly concerned about

Health, Saving money

Hobbies

Likes to be active.

- Plays soccer at least one time a week.
- Wants to gain some muscles, but has no real motivation to go regularly.
- As he is single, he likes to go out. In case of having a girlfriend, he prefers staying at home.
- Loves to try new things.