Personas

Individual User #1 (Software developer)

Chris is a 27 year old software developer at Microsoft. He graduated with a Computer Science degree from the National University of Singapore and is very passionate about information technology. In his years in Microsoft he has gained experience and insights in developing applications, chat bots and automated testing services for companies. In his free time, he takes on external personal projects such as creating mobile applications and enjoys doing so. He sometimes finds it difficult to look for projects and wished that process was made easier.

Individual User #2 (Doctor)

Alison is a’ 35 year old Doctor who works at the Singapore General Hospital. She is someone who is passionate about giving back to society. She has taken part in several medical mission trips and has also been part of providing disaster relief. Alison has always wanted to take part in a project that could provide healthcare services in a sustainable manner. She believes very much in providing medical training to others and that such education is the way to go. She has been searching for projects to take part in but has found it difficult to find.

Organization User #1 (CSR Project – Build hospital)

Barker Corporations (BC) is a household electrical supplies company that believes in giving back to society. Through the years since its establishment, BC has lead and created many social projects, such as environmental movements and providing disaster relief. In recent years based on their research, BC realized that there is a shortage of hospitals in Senegal, West Africa, and the nearest hospitals were at least an hour away. Thus, they aimed to build several medical facilities there and send medically trained professionals over to reach out to the locals. However, this project was shelved due to the issue of finding the correct resources.

Organization User #2 (Business Project – Chat bot)

The Hilton Hotel (HH) is a company that has established itself in more than 20 countries around the world. It specializes in guest services and aims to provide the best experience for all its travelers. With the rise in competition in the hotel industry in recent years, HH has been looking at means to enhance their services. The directors concluded that the use of chat bots that focus on being able to provide information quickly and in a more digestible format could set them apart. However, there was a need to look for people who had experience with the creation of chat bots, software development and project management.

Storyline