CHRISTIAN MÜLLER

DB / BARNY

AGE
42

WORK
DB Backend Employee

ROLE
Travel Consultant

EDUCATION
Highschool

FAMILY
Two children, married

LOCATION
Germany, Karlsruhe

CHARACTER
Conservative and motivated

BACKGROUND

After his job training Christian started working at a DB ticket shelter. Later his job was replaced by a ticket vending machine so he had to settle for something else. He wanted to stay loyal to DB as a company so he checked the internal job market. He liked the idea of not having direct customer contact anymore but still taking care of them. So he chose to start working as a DB backend consultant.
In his free time Christian coaches a soccer team of his son because he likes the feeling of responsibility.

TECHNOLOGY

Though he knows his ticket machine from back in the days very well, Christian didn't really get a hang of modern computers and still lacks some knowledge in how to use them.
Sometimes he feels insecure using software and always double checks calculations. He lacks trusts in computers and the program he uses.

GOAL

Christian's main goal is to always have a correctly calculated price, so that in no point he could disappoint neither the customer nor his company.

MOTIVATIONS

- Personal feedback from the customer
- Being able to fulfill all customers needs
- Exceed customers needs, give them a great experience
- Maintain stability in work life balance

FRUSTRATIONS

- The system is not reliable, wrong calculations
- Wasting time because of slow software
- Limited flexibility due to defined processes

PREREQUISITES
- Character Profiles for your End Users

TIME
5-20 minutes

HOW TO
Character Profiles, also called Personas, are fictional Characters, that are based on real data and research about your end users. They are created by observing and interviewing your target group and then bringing to life a representative of an end user. A Character Profile consists of demographic information about the persona and a background roughly describing the context of the person. Furthermore there are four further sections that describe the persona in relation to the product or software that is being developed.

The **technology** section describes the general affinity towards technical devices that might be used to control the software, their abilities in handling them and also personal preferences.
The Persona's **goal** describes what she or he would like to accomplish by using the software or how it could help to reach it. This is not necessarily limited to the actual process but can also involve feelings while using a product.

To achieve the goal **motivations** are listed, that describe not what the persona wants to achieve, but why.
Frustrations on the other hand can be related to existing attempts to reach the goal or more general fears.

Use Character Profiles in **any situation**, to ensure that the product you are building is having enough empathy towards your end users. Especially use it when in doubt or when stuck - it will help you to **formulate the right questions** and **answer these with your end users in mind**.

EXAMPLE

A Character Profile should be treated like a personified example of your end users. With this in mind there are endless possibilities on how to use this. Some examples include:

ANALYSE Find out how a persona would use your software
> *"How would Christian experience, react and behave in relation to feature X?"*

DESCRIBE Spice up your user stories with personas
> *"As a student like Julia I want to see an overview of my courses."*

REJECT Realize early if you are developing the wrong feature
> *"Does feature Y help Dr. Rath to reach his goal?"*

IDEATE Come up with new features that can fulfill your users needs
> *"How could we help Frau Hansen with her frustrations?"*

TWEAK Adjust your features so they have more value for your user
> *"How should we design feature Z so that Dr. Martin Cent can use it with his technological background?"*