

CYNTHIA BURNS

SPORTS CENTRE
ADMINISTRATOR

“I enjoy working with the customers - seeing them lose weight and feel good.”



Key goals

- She doesn't feel she have any



We must

- Automate the process
- Send relevant reminders
- Keep track of all sessions and give a report at the end of the day
- Offer discounts on multiple bookings
- Run report to give to trainers



Behaviours

- Laid back and relaxed, sure of her value, happy with her lot
- Organised
- Easy to get on with
- Inwardly focused rather than market-focused
- Likes to read sports news



We must not

- Over-book
- Make it difficult to get relevant info out
- Make it difficult to see resource availability at a glance

SCOTT INGRAM

COACH & TRAINER

“I believe in the power of language for social change - that is, how language can empower people for the greater good.”



Key goals

- £48k turnover by 2020
- Average of 12 sessions per month
- 80% client retention



Behaviours

- Dynamic, ambitious, idealistic, strategic
- Professionally trained in interpersonal skills
- Continuously trains
- Engages with professional membership organisations



We must

- Allow for and integrate with calendars of both his **and his clients**
- Cancellation and/or rescheduling of appointments
- Cancellation fee if short notice
- Set up codes/vouchers/offers



We must not

- Offer anything less than top-of-the-pile UX (and he knows what UX means)
- Fail to integrate with at least his calendar
- Badger clients with reminders for sessions

ERIK ALVARADO

DIRECTOR OF A
TRAINING PROVIDER

“I love my company because we are in the business of changing lives. Every week we help young people take their first step on the career ladder.”



Key goals

- To recruit and train 100 people by the end of year one
- To witness previous graduates progressing well
- To grow the business to £1m+ turnover

Behaviours

- Very out there - lots of business networking and meeting potential trainees
- Presentable, organised, communicative
- Keeps informed through networking, internet research and attending training events

We must

- Allow trainees to self-book - 50 to 100 per week
- Automate confirmation emails
- Manage occasional recruitment events
- Run reports on number of interviews etc.

We must not

- Make it hard to access the contact details of an end-user
- Use inappropriate language with their end-users (e.g. “customer”)
- Hide what the system can't do

MITCHELL SILVA

PC REPAIRS

“I follow my grandfather’s philosophy - find something you enjoy doing, then find someone who’ll pay you to do it. Being my own boss also allows for music interests outside of work.”



Key goals

- Keep the business going
- Gradually expand the business but not too quickly
- “It’s a big step to take someone else on”
- Have a good reputation so that word spreads organically



Behaviours

- Values independence and likes to be self-sufficient
- Plays music as a serious hobby
- Uncomfortable with managing others
- Researches using Google and reading technology magazines



We must

- Sync new bookings with Google calendar
- Be easy to use
- Let end users see slots available
- Allow customers to “pre-pay” when they book a session



We must not

- Send unwanted notifications
- Deliver unwanted downloads
- Prevent him from “digging” in and making it his own (e.g. access to CSS overrides)

JOANNA CHRISTENSEN SILVERSMITH

“I wanted to work for myself so I turned my hobby into a business. My mum’s been amazing support and has now become my business partner.”



Key goals

- To earn enough to run her business full time
- Run regular tuition to pass on skills and generate more revenue, both classes and “one-to-ones”



Behaviours

- Savvy digital marketer
- Understands the importance of a strong personal brand
- Participates in digital networks (Facebook, Instagram) and in-person networking (Etsy meetups, Princes Trust).



We must

- Consolidate into single calendar
- Enable tracking of conversations
- Take deposits
- Confirm. emails to both parties
- Provide customers with cancellation option



We must not

- Make it difficult for new users to book
- Take a booking and not notify her by email (Ed: and SMS?)
- Confirm a booking without payment (if required)

EVERY BODY HUMAN



“I want love and approval, I want to be in control, I want to be safe, I want time to myself, I want time with other people I like and who like me, I want to feel at peace.”



Key goals

- Look good
- Improve status
- Feel making a difference
- Feel appreciated
- Make more money



Behaviours

- Eats
- Dreams
- Sleeps
- Talks
- Works (usually)
- Socialises
- Consumes



We must

- Integrate with their calendar
- Do what's needed
- Be easy to use
- Be fast and responsive
- Make them look good
- Make them look on brand



We must not

- Make me feel stupid
- Waste my time
- Be perceived as poor value
- Hack off my customers
- Be S L O W
- Break down