

Personas

Project Manager

Pauline Müller | 42 years

Work location: **Zuffenhausen**

Residence: **Ludwigsburg**

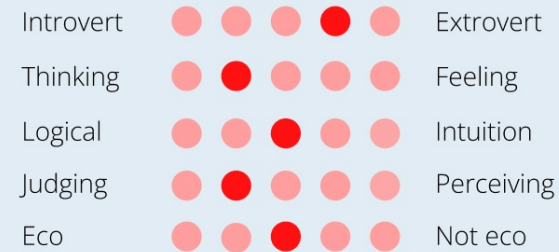


“

Create the life
you want to live

”

Personality



Daily Routine



Read



Gym



Go out



Eat well



Trading

Goals & Aspirations

- Being healthy and successful
- Living a good lifestyle
- Social Networking
- Contributing good things

Likes & Dislikes

- New things and innovations
- Honest and loyal people
- Bad organization
- No time for sports

User Scenario of Pauline Müller

- Gets up at 5am every morning
- Goes to the gym in the morning on the way to work
- Gets ready for work at the gym
- Gets to work by car or bike depending on the weather
- ➔ Listens to podcasts at her morning routine

At the company:

- First gets a coffee and breakfast in the canteen
- ☐ checks the phone while coffee
- Daily Work
- Meetings, Teams Meetings, E-Mails, Documentations
- Lunch in the canteen with the team
- Continue with daily work

End of work:

- Meet with friends and go to a restaurant for dinner
- Sometimes goes for a drink to a bar afterwards
- Loves to do a little walk before coming home
- Reads a book before sleeping

Ideas for convincing:

- Mobile App as she does most things on the phone
- convince that it is for a good cause and improves her lifestyle
- gamification to trigger the idea of competition
- clear and structured design of the application

Head of Department

Markus Wagner | 53 years

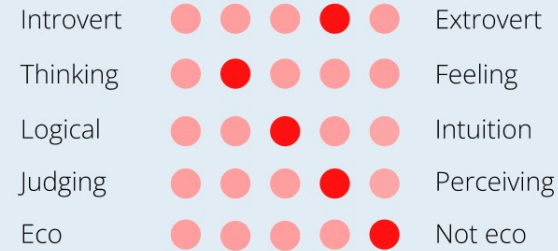
Work location: **Weissach**

Residence: **Leonberg**



“ Those who want to, find ways.
Who does not want, finds reasons ”

Personality



Daily Routine



Goals & Aspirations

- Writing a doctoral thesis
- Improve his Work-Life-Balance
- Become a technical director
- Acquire crypto knowledge

Likes & Dislikes

- Motorsport events
- Books
- Unorganized projects
- No time for family

User Scenario of Markus Wagner

- Coffee and radio/newspaper
- Wakes children and makes breakfast
- Drives children to school/kindergarten in company car (Porsche Panamera SE)
- Drives to company
- Department meeting
- Meeting with several departments
- Picks up child from kindergarten
- Eat at home
- ➔ Goes to the toilet with newspaper
- Drives to Zuffenhausen (20 min traffic jam of 50 min drive)
- Attends/ checks project vehicles/ tests
- On way home goes shopping
- Play golf (drives with private Porsche 911 turbo)
- Eat at home with wife
- Watch news on TV
- Goes to bed early

Career:

- Joined Mahle (6 years)
- Volkswagen (5 years)
- Seat in Spain (3 years),
- Joined Porsche as team leader
- Promoted to head of engine development department

Ideas for convincing:

- Weekly report via mail
- Win a book voucher
- Write in the report how good it is for the new generation to make him aware of his children.
- Report includes images of climate disasters

Machine Worker

Oliver Baumgarten | 35 years

Work location: **Zuffenhausen**

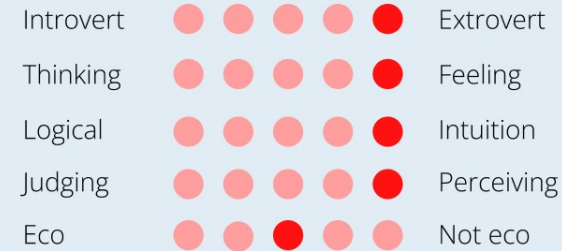
Residence: **Bad Cannstatt**



“ Live each day as if it were your last

”

Personality



Daily Routine



Goals & Aspirations

- Race at the Nürburgring
- Buying freehold flat
- Take responsibility for a series of bands
- Second child

Likes & Dislikes

- Motorsport
- To work overtime
- Watching TV series
- Meanness

User Scenario of Oliver Baumgarten

- Coffee and watching news on TV
- To work by public transport
- Meanwhile playing games and music

At the company:

- Dressing in work clothes and register in the timesystem
- Works for 2 hours
- Breakfast (15min)
- Works for 3 hours
- Lunch in the canteen (45min)
- Works for 2 hours
- End of work
- Walking with the dog and child
- Eats and watches news on TV
- Puts child to bed
- Netflix

Ideas for convincing:

- Playfull application on mobile phone
- Win a meal voucher for the canteen
- Porsche provides financial Zoo Wilhelma for every tonne of CO2 saved
→ (For example, partnerships for life-threatened animals)