



Su-bin Jung

Plant Engineer (Knowledge Expert)

Su-bin is 27 years old and has a degree in chemical engineering. She was recruited to her company because of her strong analysis skills. She has quickly gained knowledge in the company's processes and practices and has been tasked with helping work with her company's new SmartPlant Fusion implementation.

Su-bin is a thorough and diligent worker who has an understanding of data models which helps her quickly find and analyze documents so that they can be properly processed. She arrives at work early and often works late, as she is highly focused on her career. When she is not working, Su-bin plays video games online with her boyfriend, Woo-jin.

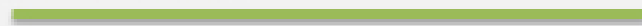
"To successfully complete a construction project that meets specifications, time commitments, and safety standards."

Goals

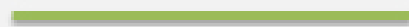
- Maintain files and provide organization within the system
- Sorting documents and associated files
- Understanding tag naming and document naming rules
- Find all instances of a document name and sort to find which to keep or supersede
- Organize old data files and archive for later use

Skills

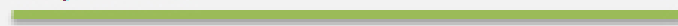
Technical Knowledge



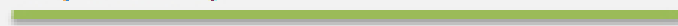
Communication Skills



Analytical Skills



Computer Literacy



Record Keeping



Understand company standards for tag/doc naming



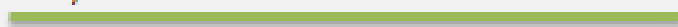
Problem Solving



Ability to Read Drawings

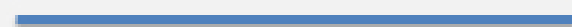


Ability to Read 3D Models

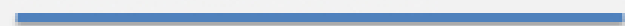


Typical Tasks

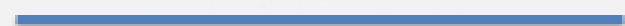
Data maintenance



View and sorts document thumbnails



Reads and processes many documents



Resolve duplicates and similar files



Mapping and filtering



Sort revisions



Delegate tasks to the document controller



Challenges

Checking files are current and archiving out of date files.



- Liebert trained & certified
- 30 years of AC Power experience
- Studied AC Power in a vocational apprenticeship program after high school.
- Takes pride in the clean professional environment of working in the data center but doesn't mind crawling through duct work and crawl space.
- Self-proclaimed "Mr. Fix It" and seen as the go-to-guy for facilities maintenance emergencies.

"Our Customers really want their Units running. They don't care what it takes as long as you do it right." - U23



As a Liebert-certified Service Technician, Mahir's primary duties include unit maintenance and equipment installation in the data center. His goals are to keep his customers happy and to take preventative measures so that he doesn't get an emergency Service call in the middle of the night.

Goals

- To get a snapshot of overall system health to help diagnose issues quicker
- To be responsive and prepared to troubleshoot and fix equipment.
- To understand the system thoroughly enough to provide insight to the customer.
- To be proactive in solving predictable issues and averting disasters.
- To stay current on system changes in order to be prepared and aware.

Frustrations

- Critical system information buried within the interface that is difficult to retrieve.
- Unstructured system data that is time consuming to interpret and translate.
- Complex navigation and scattered information makes unit management a nightmare.
- Waiting on someone to provide access or data in order to complete a task.
- Unable to quickly locate data to return a critical situation back to normal.

A Perfect Day

- Smoothly setting up and configuring new Cooling Units.
- Being able to troubleshoot devices in a timely manner.
- Proactively detecting items that could cause an outage at an unscheduled time.
- Assurance that units are protected against accidental changes by authorized users.

The Data Speaks

HCD Research revealed the following user experience themes are the most important to Mahir.

- | | | |
|--------------------------|---------------------------|---------------------------|
| A1 Streamlined | C1 Me-Guided | F1 Me-Proactive |
| A2 Integrated Navigation | C3 Accurate | F2 Clear and Actionable |
| A5 One UI | C4 Help Me Support Others | F3 Many Eyes, Many Places |
| B2 Summary Views | E1 Energy Efficient | H2 Easily Connected |

Mahir's Mental Model



Why Mahir Needs the NextGen AC Power Display

- Durable color display supports touch screen gestures, offering Mahir better control
- Dashboard views provide Mahir with more than just data but clear insights from critical system readings
- Simplified navigation reduces Mahir's task completion time
- On-screen cues and safeguards help avoid human error

Henry Reynolds



"Military power wins battles, but spiritual power wins wars."

Age: 81

Work: Retired Military

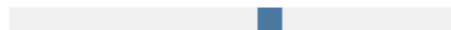
Family: Widowed, 2 adult kids, 1 grandchild

Location: Madison, AL

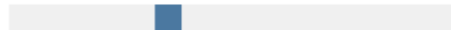
Character: Type

Personality

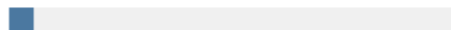
Introvert Extrovert



Analytical Creative



Conservative Liberal



Passive Active



Goals

- Focus on mitigating the decline of his health.
- Wants to spend as much time with his grandchild as possible.
- Continue his hobby in woodworking.
- Attempt to be positive about the life changes around him.
- Visit his hometown to go fishing in Mobile bay.

Concerns

- Frustrated about the steady decline of his independence.
- Overwhelmed about the upcoming purge and resize process.
- Nervous about living in an assisted living facility.
- Concerned about prize possessions being moved and broken.

Bio

Henry is a military veteran who served in the Korean army for 2 years when he was 18 years old. After serving, Henry returned to his hometown in Mobile, Alabama. Adapting to civilian life was difficult, since he suffered from PTSD, but after some time, Henry adjusted. He met his love, got married, had two kids and became a professor at a University. Henry retired at the age of 57, about the time his wife starting showing signs of Alzheimer's. He lost her to the disease a few years later and now lives at home alone in the same house where they raised their family. Since Henry is older now, he is having a hard time getting around easily. He is deaf in his right ear and his sight is fading. His kids live out of the state with families of their own, so it's difficult for them to be available and help their dad. They researched online for possible solutions and started the conversation about moving into assisted living. Henry is distressed about the idea, but feels like his choices are limited. He needs assurance that he is not alone, or a burden, and understands there are services that can help guide him through the entire process of resizing and moving into Merrill Gardens.

Motivations

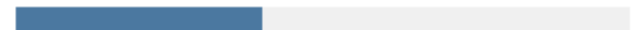
Incentive



Fear



Achievement



Growth



Peace of Mind



Social



Preferred Channels

Print Ads



Online & Social Media



Referral



Radio & Television



Talkative

Intelligent

Resourceful

Kind

Lonely

Observant