



# USER PERSONA Roger Allen

## WORK & EDUCATION

Roger is a Data Content and Catalog Manager for a large auto parts distributor. He holds an Associates degree and is attending classes at night to receive his Bachelor's degree.

## PERSONAL LIFE

Roger lives in a middle class home with his wife and son. He and his wife have a fairly large social circle of friends, some of whom are Roger's coworkers.

## GOALS

- Utilize his knowledge to optimize the catalog and data governance
- Ensure 100% accuracy of data and fitments

## PREFERRED TECHNOLOGIES

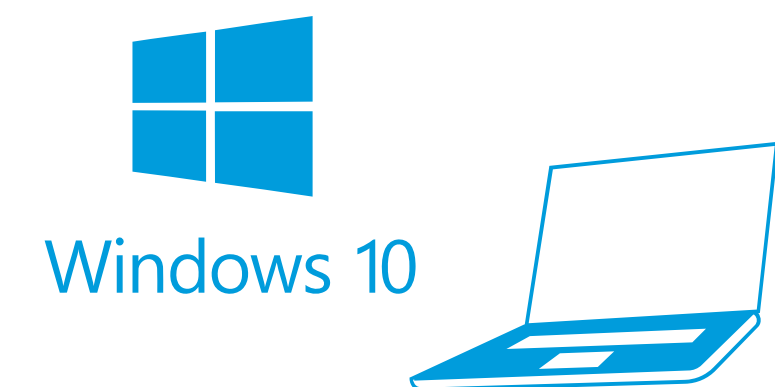
Desktop	●	●	●	●	●
Laptop	●	●	●	●	●
Tablet / Laptop Touch	●	●	●	●	●
Mobile Phone	●	●	●	●	●

## TECHNICAL PROFICIENCY

- Comfortable using a laptop, with a preference for mobile phone
- Uses technology primarily to access online information
- Uses apps mostly for gaming, social media and only a few for productivity.

## USER ENVIRONMENT

Uses a laptop computer running Windows 10



“ I must be meticulous with the accuracy of the information I produce. ”

JOB TITLE **Catalog Manager**

AGE **28**

STATUS **Married**

LOCATION **Nashville, TN**

# USER PERSONA Cheryl Hall



“My company relies on my data analysis to tell them what to manufacture.”

## WORK & EDUCATION

Cheryl is a Product Manager for a large auto parts manufacturer. She has a BA in Business Administration and has extensive knowledge of Automotive, Vehicles, Automotive Aftermarket, Product Development, Engineering, Lean Manufacturing, Microsoft Excel and Access, Marketing Strategy, and Product Management.

## PERSONAL LIFE

Cheryl lives in an upscale neighborhood with her husband and 2 Golden Retrievers. Her husband works for the same company as her as an engineering manager. They both work long hours and eat out almost every night.

## GOALS

- Cross reference her company's part numbers to OEM part numbers and determine what vehicles the parts apply to
- Provides this information to Sales and Engineering
- Analyses vehicle fitment and VIO data to determine which parts to manufacturer

## TECHNICAL PROFICIENCY

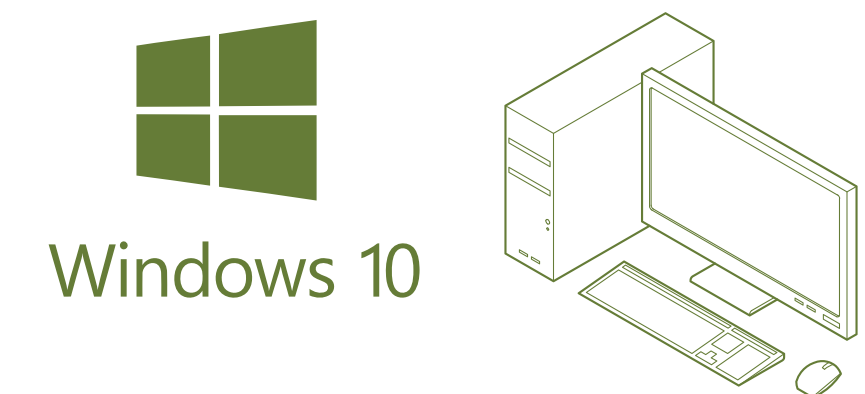
- Cheryl is highly technical and uses multiple programs daily including webCAT, accuPI, Excel, Access, and Catalog Builder Software

## PREFERRED TECHNOLOGIES

Desktop	●	●	●	●	●
Laptop	●	●	●	●	●
Tablet / Laptop Touch	●	●	●	●	●
Mobile Phone	●	●	●	●	●

## USER ENVIRONMENT

Uses a desktop computer running Windows 10



JOB TITLE **Product Manager**

AGE **45**

STATUS **Married**

LOCATION **Winchester, VA**



# USER PERSONA Mark Champion

## WORK & EDUCATION

Mark is a customer service manager for a large parts manufacturing company. He has a degree in logistics management and has been with the company for 11 years. He was recently promoted and takes his new role very seriously.

## TECHNICAL PROFICIENCY

- Mark is highly technical and very computer savvy
- He also loves cars and anything mechanical and prides himself at being able to fix "Anything with an engine"

## PERSONAL LIFE

Mark lives in a trendy urban neighborhood with his wife and young son. They love all things tech related and have more gadgets than they can count.

## PREFERRED TECHNOLOGIES

Desktop	●	●	●	●	●
Laptop	●	●	●	●	●
Tablet / Laptop Touch	●	●	●	●	●
Mobile Phone	●	●	●	●	●

## GOALS

- Fields calls from customers asking to validate part fitment
- Researches supersession history of certain parts
- Analyzes all updates of a particular part and identify old part numbers it carried

## USER ENVIRONMENT

Mark uses a MacBook Pro laptop at work.



“Our customers depend on my knowledge of the parts we provide them.”

JOB TITLE CS Manager

AGE 35

STATUS Married

LOCATION Cleveland, OH