

Project: Design a mobile interface for ROYGBIV's XMCweb Program

Product: XMC Web, a program which allows for manufacturers to monitor manufacturing equipment for errors and usage logs, in order to improve efficiency of operation.

Mike Smith

This persona is Mike Smith, Maintenance Manager, whose goals are to improve the detection of machine errors, reduce unplanned downtime of machines, and to practice proactive maintenance

Characteristics:

- I have many years of experience at my company
- I am 50 years old.
- I have seen many generations of employees and have experience dealing with different kinds of people

Goals:

- I would like to proactively service machines in order to prevent rather than solve breakdowns
- I would like to reduce the unplanned downtime of the machines, and squeeze more hours of work into them.
- I would like to know if changes to the equipment are effectual or not.

Pains:

- Office politics get in the way of effective blanket solutions
- Some employees are stuck in their set ways
- Proper reporting of machine problems is hard to get due to the human element

Use/Technology:

- I have a reasonable ability to use technology due to working in the tech sector, yet I did not grow up with this sort of technology.
- I tend to learn new technology slowly and generally don't generalize knowledge to other pieces of technology.

Desires:

- Something that allows for analytics and reporting of machine alerts
- Something effective that will satisfy the higher ups

Scenario:

Mike frowns as he reads the latest maintenance reports. That was the third time the machine broke down this week, and he wasn't sure why. They tried to keep it in tip top shape, but it was hard to tell what was going wrong in the middle of the night. Mike wished he had an easy way to collate all the breakdowns, find some sort of pattern, but the maintenance personal often found it difficult to get the paperwork where they needed it to go. Not to mention the bureaucracy. Half the time, after an operator saw a quick fix after maintenance came out, they would just stop reporting an issue. Could fix it themselves they thought. Never got to the core problem of why parts were failing in the first place. A pity really. Half the time these machines are down for repairs, instead of chugging along. If only they could be better maintained, become more reliable, maybe they could get some better throughput.

Caleb Imahara

This persona is Calob Imahara, a young operator who enjoys his work, and finds himself a bit on the competitive side.

Characteristics:

- I am fairly new on the job
- I am 26 years old.
- I am fairly competitive and see hard work as a status symbol

Goals:

- I would like to take pride in my job
- I would like to be a better operator than my peers

Pains:

- Machine breakdowns are annoying and get in the way of work
- Some of the older operators have outdated outlooks
- There is a lot of paperwork for maintenance, especially when some fixes are simple and easy

Use/Technology:

- I use technology fairly effectively due to growing up in the information age.
- I pick up new technology quickly. Technology quickly changes, and I am used to adapting.

Desires:

- A more hands off way of maintaining the machines
- Something to track my performance and compare it to others
- Something that can enable me to do my job better and more efficiently.

Scenario:

Caleb frowned as the machine in front of him displayed an error message. Something about misalignment or something else. Protocol said he was to call into maintenance in order to get it all sorted out. It was Caleb's first time with a major error, so he called maintenance and filed the proper documentation. After telling him they would be right over, a half hour passes with Caleb twiddling his thumbs. Finally, a guy from maintenance arrives looks over the machine, pushes a bit on a part of it, and the error quickly clears. About a minute or two of work. Caleb is annoyed. Surely he doesn't need to call maintenance every time this happens, right? The next time the error occurs, Caleb just does what the maintenance personnel did, and gets back to work. He wasn't going to let his numbers drop just because of a few errors now was he?