


SEPA XML GENERATOR

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PROJECT: SEPA XML GENERATOR

	Name: Eileen Whelan	
	Job / Role / Student of : Accounts Employee (Potentially Part Time)	
	Quote (likely to say): Easy to use and error proofed outcomes (files)	
	Background	Values (their priorities)
Age: 55 Status : Married Education : Post Primary Location : Dublin Income : 32K	Family: Very Important Time: Important Money: Not as Important Success: Not Important Other: Life Balance Important	
Tech Skills	Likes / Dislikes	Motivations & Influences
Usage Infrequent _____ 50% _____ frequent Skill Level novice _____ 35% _____ expert Professional un-experienced _____ 45% _____ experienced	Things that work, improves my life, work efficiency and helps deliver on job requirements.	How my job performance can be improved? And I can justify my importance and value added to the team.

Goals What is their goal? What job(s) do they want or need to get done? Generate payments and invoice clients with the accounts package. No mistakes on the xml, over or under charges, essentially , NO mistakes. Mistakes equates to unhappy customers and extract accountancy work.

Pains (problem) What current pain (problem) do they experience? I'm not sure where to start. Am I sure this xml has the right users and amounts on it? What do the need to be differently? Educate themselves on the software. Take more time processing the files and double check the files.	Gains (benefit) What would be a great outcome/success for them? Easier to use Easier to track and verify payments/customers and amount
What consequences are caused by this? Frustration Buy an Alternative Solution Mistakes and Loss of time Unhappy Customers	How might they measure success? Reviews Surveys Referrals

Change! What do they need to do differently? If it was easier to verify that the amounts and totals of the direct debits are correct, that would be great!
