

Name: Heike

**Personal Statements:**

Age: 62

Occupation: Professorin Filmwissenschaft

Goals: Technik verstehen & am Zahn der Zeit bleiben

Level of Education: Dr.

Previous Know-How: kann sich mit ~~alten~~<sup>analog</sup> Kameras aus, Briefverkehr

Current Worktasks: Lehrveranstaltungen

**Digital Knowledge:**

- current knowledge: \* e-mails, streaming
- Usage Kommunikation mit Studierenden
- Personal Interests in: streaming
- Previous Know-How: \*

**Wishes / Frustrations:**

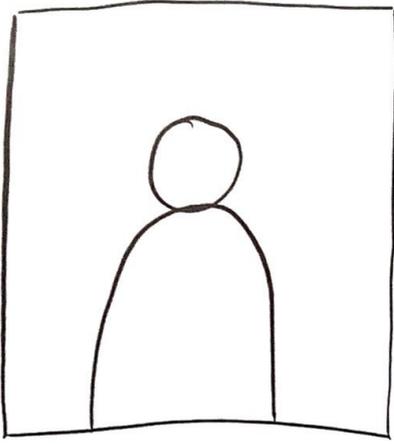
- Weaknesses: Fehlermeldungen, hat keine Lösungen für technische Probleme, unübersichtlichkeit, keine Routine oder Erfahrung
- Wishes of Improvement: selbsterklärend, übersichtlich, selbstbedienbar, Datenbank für Filmliteratur
- Wishes regarding Improvement of knowledge: Medienkompetenz, Do-it-yourself

**Activities:**

- Interests: Lesen, Reisen, Filme schauen, auf Filmfestivals gehen
- current occupations (private & work related): Bücher oder Texte schreiben, Weiterbildung
- Hobbies: neue Kulturen kennenlernen

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Name: Thomas

### Personal Statements:

Age: 23

Occupation: Student Medienwissenschaften BA

Goals: mit anderen Menschen connecten, Studium beenden

Level of Education: Abitur

Previous Know-How: Verständnis für Technik, Allgemeines Interesse

Current Worktasks: Studium beenden, Kellnern

### Digital Knowledge:

- current knowledge: kommt mit aktuellen Techniken klar
- Usage Kommunikation, Arbeit abnehmen, Freizeitaktivitäten
- Personal Interests in: Streaming, social media,
- Previous Know-How:

### Wishes / Frustrations:

- Weaknesses: sucht, ziellos
- Wishes of Improvement: gesunder Umgang, Datenschutz, Datenbank zum schnelleren finden von Literatur, Kommunikation bei Videospielen mit anderen Spielertinnen
- Wishes regarding Improvement of knowledge: VR, KI & damit arbeiten können

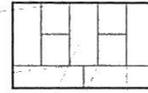
### Activities:

- Interests: Videospiele, Kochen
- current occupations (private & work related): Hausarbeiten, lernen  
to do Listen erstellen
- Hobbies: Partyspiele, Volleyball

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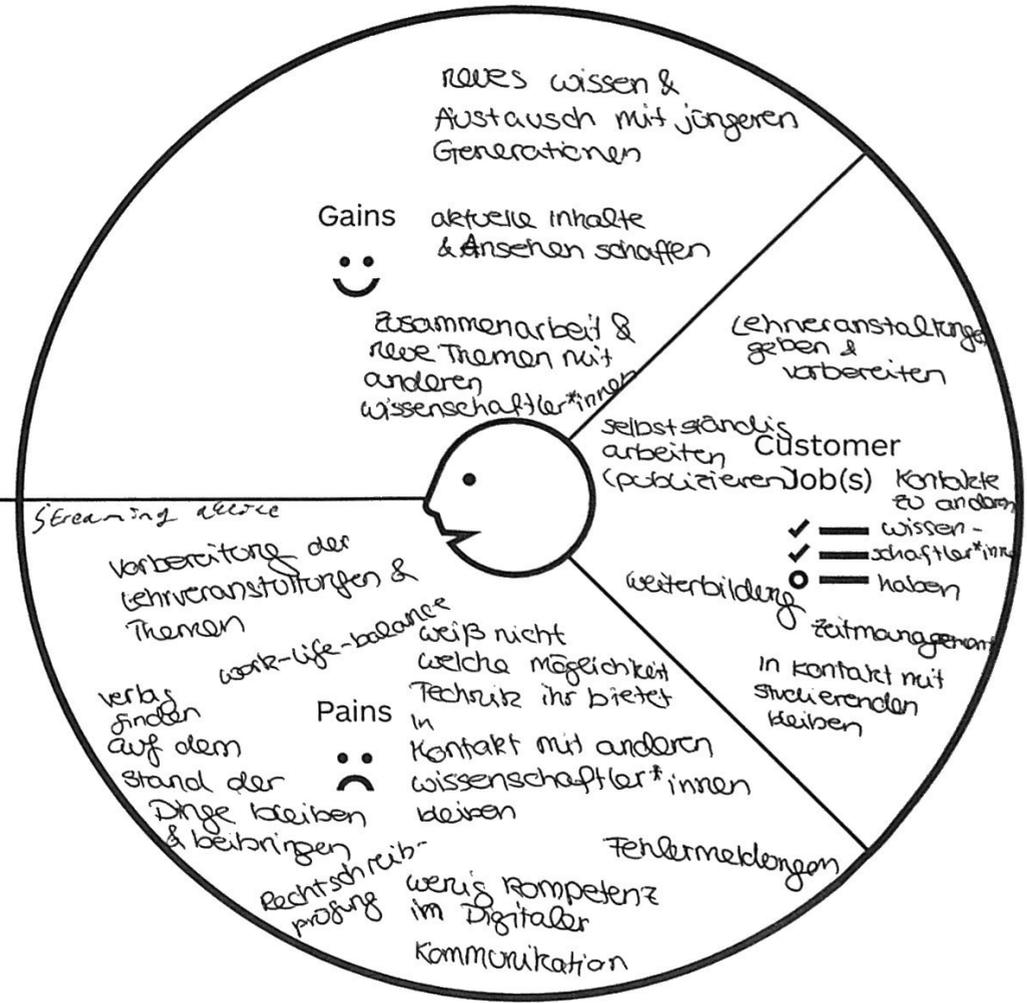
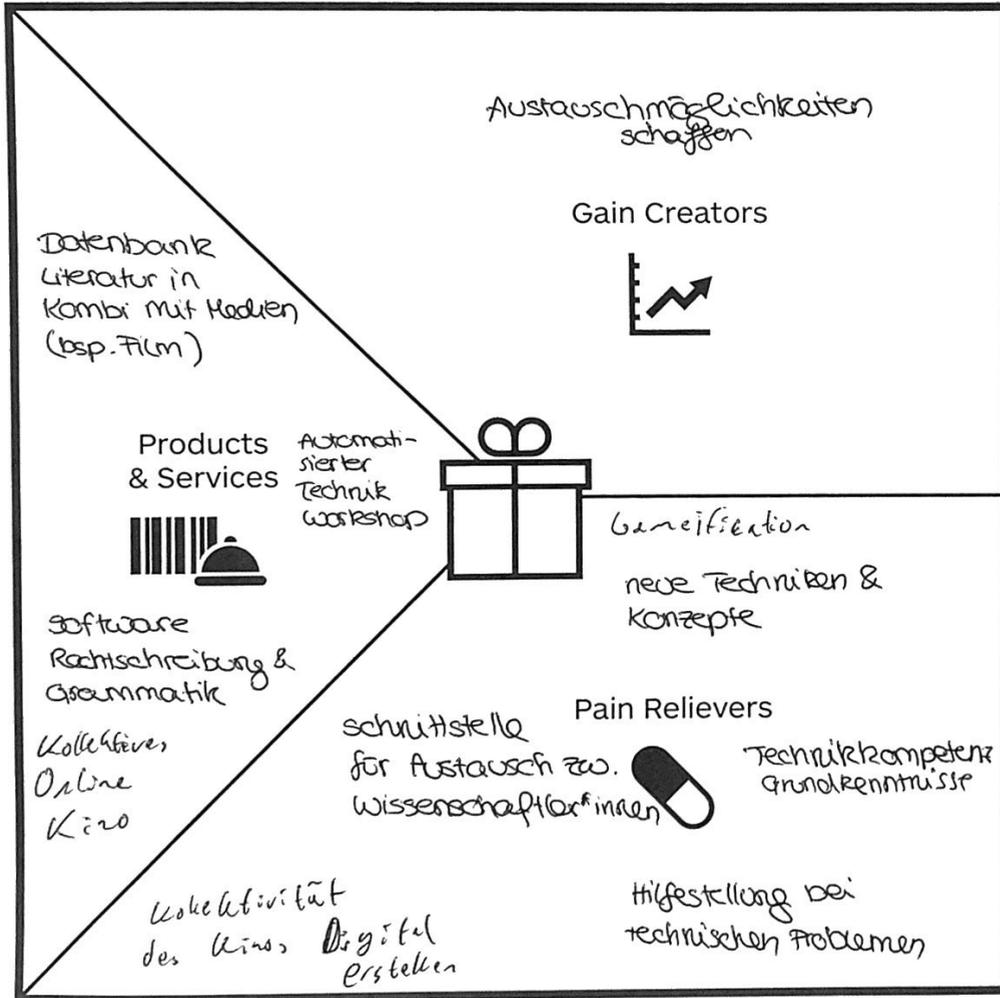
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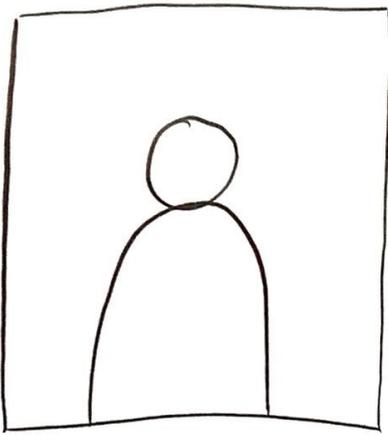
# The Value Proposition Canvas



Value Proposition

Customer Segment





**Name:** Vanessa

### Personal Statements:

**Age:** 29

**Occupation:** Master Informatikstudentin

**Goals:** studium beenden & start up (Appentwicklung) gründen

**Level of Education:** Ausbildung & BA

**Previous Know-How:** verschiedene Programmiersprachen

**Current Worktasks:** studium beenden, plant start-up, arbeitet in IT-Firma

### Digital Knowledge:

- **current knowledge:** \*Technik affin, kennt sich mit Betriebssystemen aus
- **Usage** Ideen entwickeln, austausch, Interesse
- **Personal Interests in:** Programmieren, videospieleentwicklung, Datenschutz, Betriebssysteme etc.
- **Previous Know-How:** \*

### Wishes / Frustrations:

- **Weaknesses:** Zeitmanagement
- **Wishes of Improvement:** Datenschutz, dass man nicht durch KI ersetzt wird
- **Wishes regarding Improvement of knowledge:** sie möchte spaß haben, sich mit anderen austauschen, Barrierefreiheit

### Activities:

- **Interests:** Programmieren, Videospiele, Basteln
- **current occupations (private & work related):** konzeptentwicklung
- **Hobbies:** Boxen

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**Market**

Age: 18-25  
 Gender: Male  
 Income: \$10,000-\$20,000  
 Education: High School Graduate  
 Occupation: Student

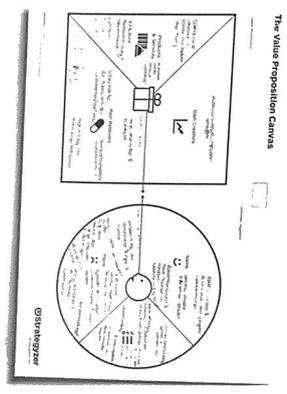
**Current Knowledge**  
 They know that the product is available and that it is a good value for the money.

**Value of perceived benefits**  
 They value the convenience of having the product in their home and the ability to use it to improve their living conditions.

**Value of perceived costs**  
 They are concerned about the cost of the product and the time it takes to use it.

**Market Segment**  
 They are a segment of the market that is interested in the product and is willing to pay for it.

Age: 18-25  
 Male, CA



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