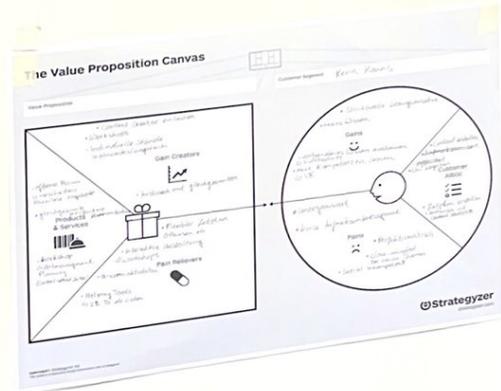
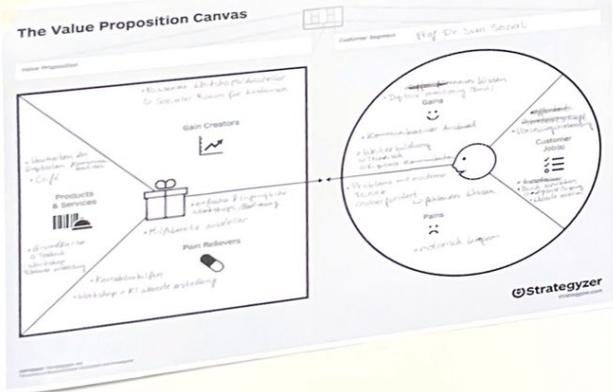


TEAM BERLIN



Name: Prof. Dr. Sven Seidel

Personal Statements:

- Age: 62
- Occupation: Professor
- Goals: Verbesserung des eigenen Wissens
- Level of Education: Prof. Dr. in Soziologie
- Where Now: Home (Kommunikationstechnik, Office)
- Current Workload: mittel bis hoch

Digital Knowledge:

- Current Knowledge: Technische Grundlagen (Google Office Programme)
- Usage: selten, Kontakt zu Eltern
- Personal Interests in Digital: Kommunikation
- Personal Know-how: Word, Power, Handy Apps, Office Programme

Wishes / Frustrations:

- Wishes: persönliche moderne Tools
- Wishes of Improvement: Technische Know-how erlernen, modernere Arbeitswörter
- Wishes regarding improvement of knowledge: Digitale Kommunikation

Activities:

- Interests: Kultur, Kommunikation
- Current occupations (private and work related): Professor, Ges. dir. Prof. / Kultur, Ehrenamt
- Hobbies: Theater, Golf, Bowling

Age: 62
Male, Lib

Exp: TU SD

Name: Heiko Schulze

Personal Statements:

- Age: 47
- Occupation: Student
- Goals: Karriere
- Level of Education: Bachelor, Master
- Where Now: Home (Programmieren, Hardware)
- Current Workload: mittel bis hoch (Projektarbeit)

Digital Knowledge:

- Current Knowledge: Java Programmieren, Hardware Grundlagen
- Usage: Häufig & Systematisch
- Personal Interests in: Programmieren
- Personal Know-how: Java, Python, Programmiergrundlagen

Wishes / Frustrations:

- Wishes: Software Kompetenz, angelehnt
- Wishes of Improvement: Kenntnisse vertiefen
- Wishes regarding improvement of knowledge: Java Programmierkenntnisse vertiefen, Hardware (PC)

Activities:

- Interests: Gaming, Videoclips, Anime
- Current occupations (private and work related): Ingenieur, Sport
- Hobbies: Gaming, Anime lesen

Age: 47
Male, Lib

Exp: TU SD

Name: Sven Seidel

Personal Statements:

- Age: 62
- Occupation: Student
- Goals: Karriere
- Level of Education: Bachelor, Master
- Where Now: Home (Kommunikationstechnik, Office)
- Current Workload: mittel bis hoch

Digital Knowledge:

- Current Knowledge: Video, Google, Social Media, Office
- Usage: Häufig, systematisch
- Personal Interests in: Video, Kommunikation, Content creation
- Personal Know-how: Video, Office, Social Media

Wishes / Frustrations:

- Wishes: Video, Kommunikation
- Wishes of Improvement: Video, Kommunikation, Content creation
- Wishes regarding improvement of knowledge: Video, Kommunikation, Content creation

Activities:

- Interests: Gaming, Social Media
- Current occupations (private and work related): Video, Kommunikation, Content creation
- Hobbies: Videoclips, Anime lesen

Age: 62
Male, Lib

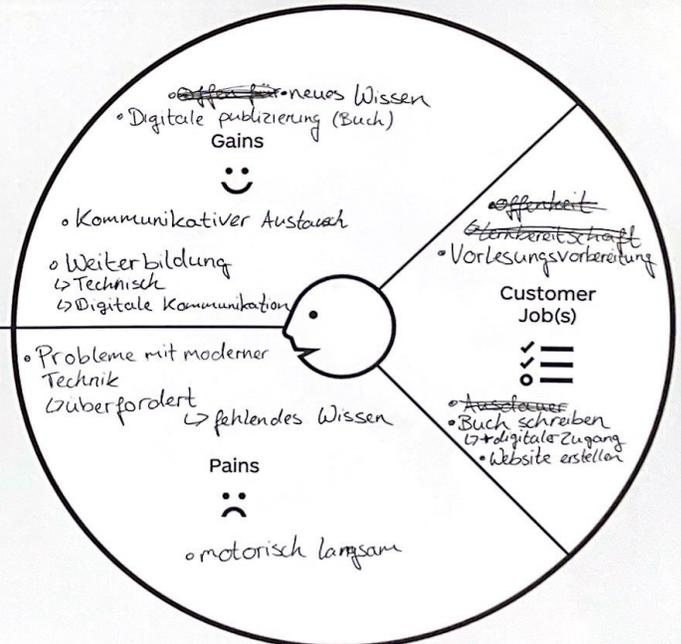
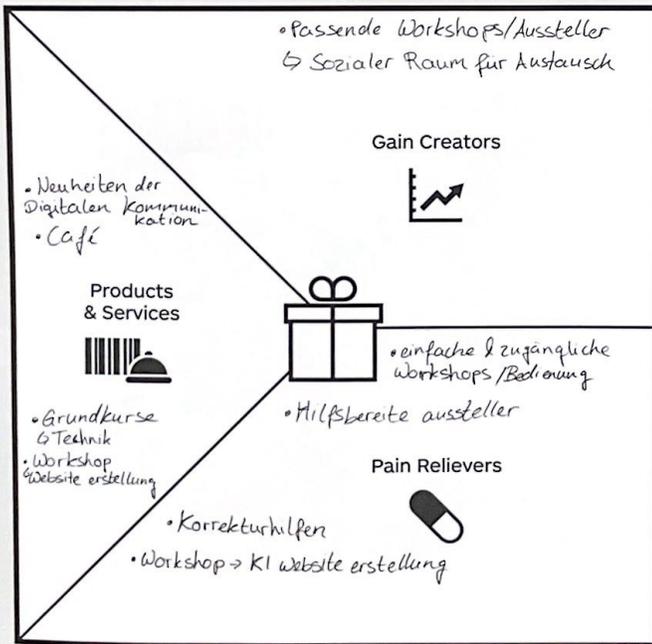
Exp: TU SD

The Value Proposition Canvas

Value Proposition

Customer Segment

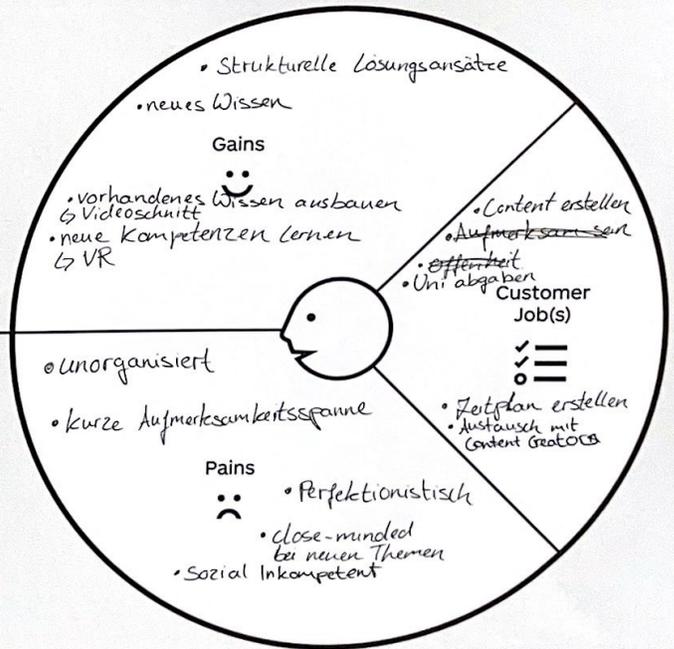
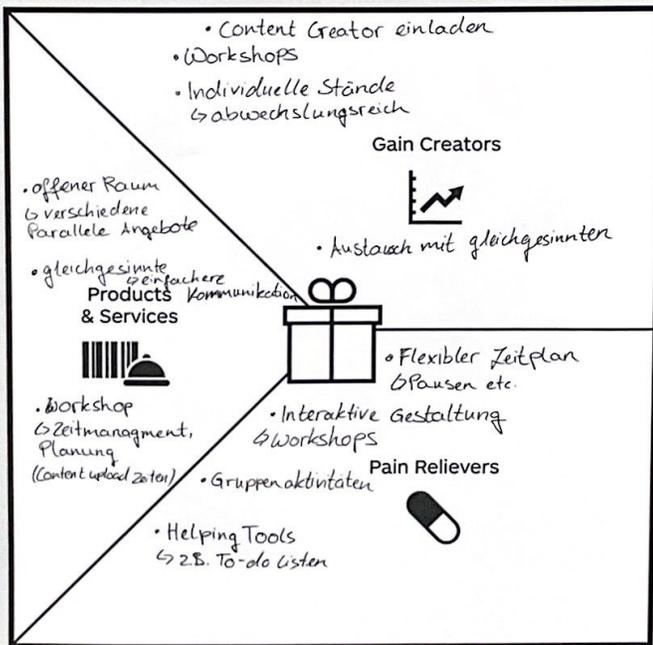
Prof. Dr. Sven Sozial

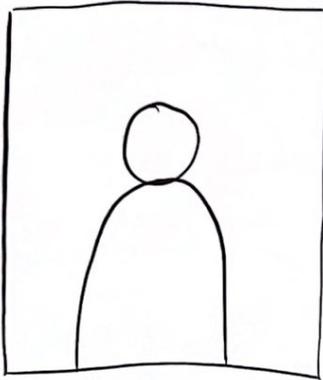


The Value Proposition Canvas

Value Proposition

Customer Segment **Kevin Kanns**





Name: Kevin Kanns

Personal Statements:

Age: 20

Occupation: Student

Goals: Bachelor

Level of Education: Abitur

Previous Know-How: Videoschnitt, Social Media Experte

Current Worktasks: Video Projekt

Digital Knowledge:

- current knowledge: Video Games, Soziale Medien Expert
- Usage Privat, Soziale Kontakte
- Personal Interests in: Video bearbeitung, Content erstellen
- Previous Know-How: Benutzeroberflächen

Wishes / Frustrations:

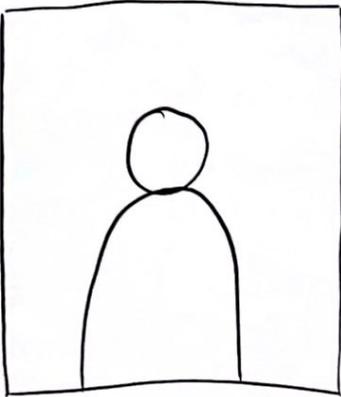
- Weaknesses: Messy, unorganisiert
- Wishes of Improvement: Struktur lernen, Videobearbeitung verbessern
- Wishes regarding Improvement of knowledge: Neue Programme lernen, VR Technik

Activities:

- Interests: Gaming + Soziale Medien
- current occupations (private & work related): Video Schneiden, Gaming
- Hobbies: Discord, Kontent erstellen

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Name: Helga Hardware

Personal Statements:

Age: 24
Occupation: Student
Goals: Master
Level of Education: Bachelor
Previous Know-How: Programmieren, Hardware
Current Worktasks: entwickelt erstes Jump N' Run

Digital Knowledge:

- current knowledge: kann Programmieren, Hardware Kenntnisse
- Usage Hobbies & Studium
- Personal Interests in: Programmieren
- Previous Know-How: PC bauen, Programmiersprache

Wishes / Frustrations:

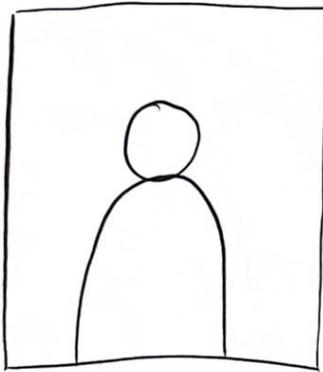
- Weaknesses: Soziale Kompetenz, ungeduldig
- Wishes of Improvement: Kontakte knüpfen
- Wishes regarding Improvement of knowledge: neue Programmiersprachen lernen, neue Hardware (VR)

Activities:

- Interests: Gaming, Hardware, Anime
- current occupations (private & work related): eigenes Spiel
- Hobbies: Gaming, Musik hören

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Name: Prof. Dr. Sven Sozial

Personal Statements:

Age: 62
Occupation: Professor
Goals: Technisches Wissen erweitern
Level of Education: Prof. Dr. in Soziologie
Previous Know-How: Kommunikationswissenschaften, Office
Current Worktasks: schreibt ein Buch

Digital Knowledge:

- current knowledge: Technische Grundlagen (Google, Office Programme)
- Usage Arbeit, Kontakt zu Enkeln
- Personal Interests in: Digitale Kommunikation
- Previous Know-How: Whatsapp, Handy Apps, Office Programme

Wishes / Frustrations:

- Weaknesses: komplexe moderne Technik
- Wishes of Improvement: Technische Know-How erweitern, motorisch besser werden
- Wishes regarding Improvement of knowledge: Digitale Kommunikation

Activities:

- Interests: Kultur, Kommunikation
- current occupations (private & work related): Professor Soziologie, Opa /
Vater, Ehemann
- Hobbies: Theater, Oper, Ballett

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