

Name: Heike

Personal Statements:

Age: 62

Occupation: Professorin Filmwissenschaft

Goals: Technik verstehen & am Zahn der Zeit bleiben

Level of Education: Dr.

Previous Know-How: kennt sich mit ~~alten~~ ^{analog} 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:

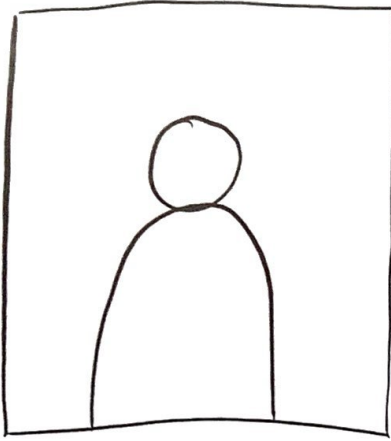
- Weaknesses: Fehlermeldungen, hat keine Lösungen für technische Probleme, unübersichtlichkeit, keine Routine oder Erfahrung
- Wishes of Improvement: selbsterklärend, übersichtlich, selbstbedienbar, Datenbank für Filmliteratur
- Wishes regarding Improvement of knowledge: Medienkompetenz, Do-it-yourself

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 SpielerInnen
- 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

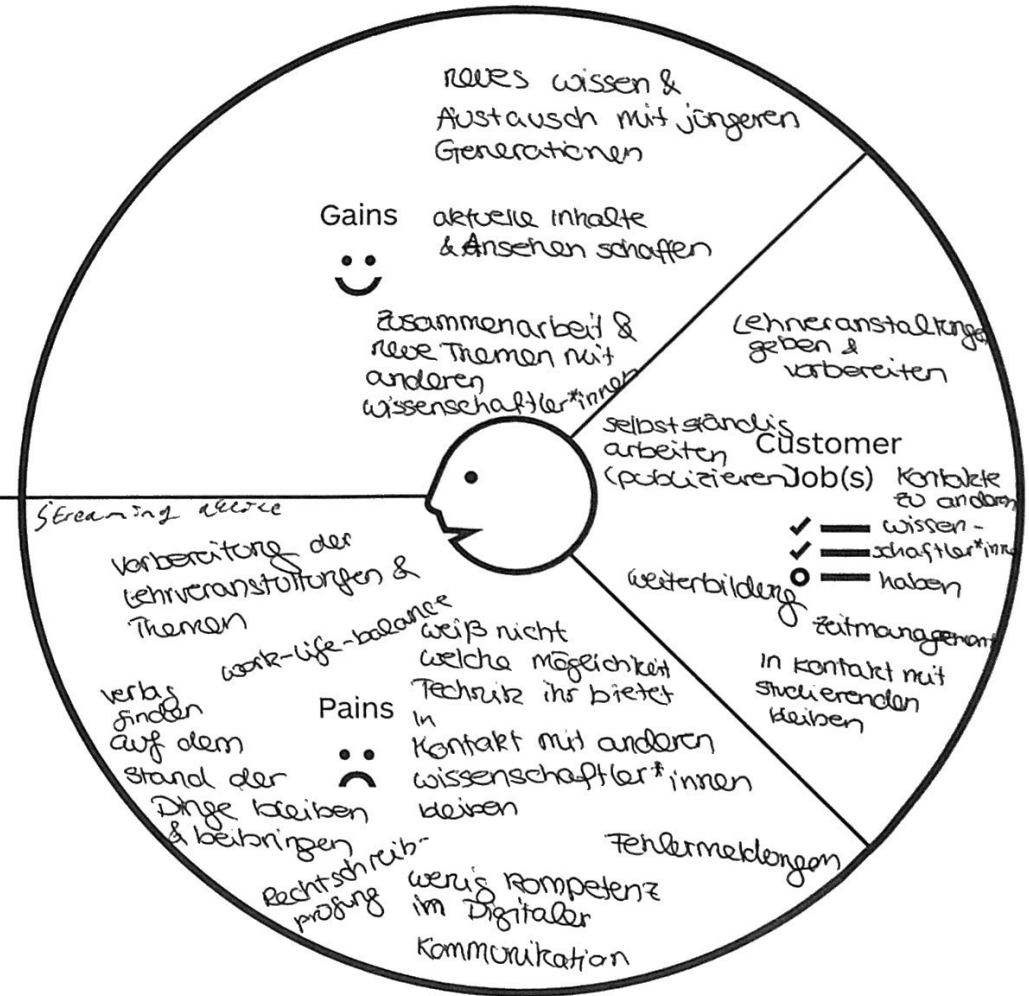
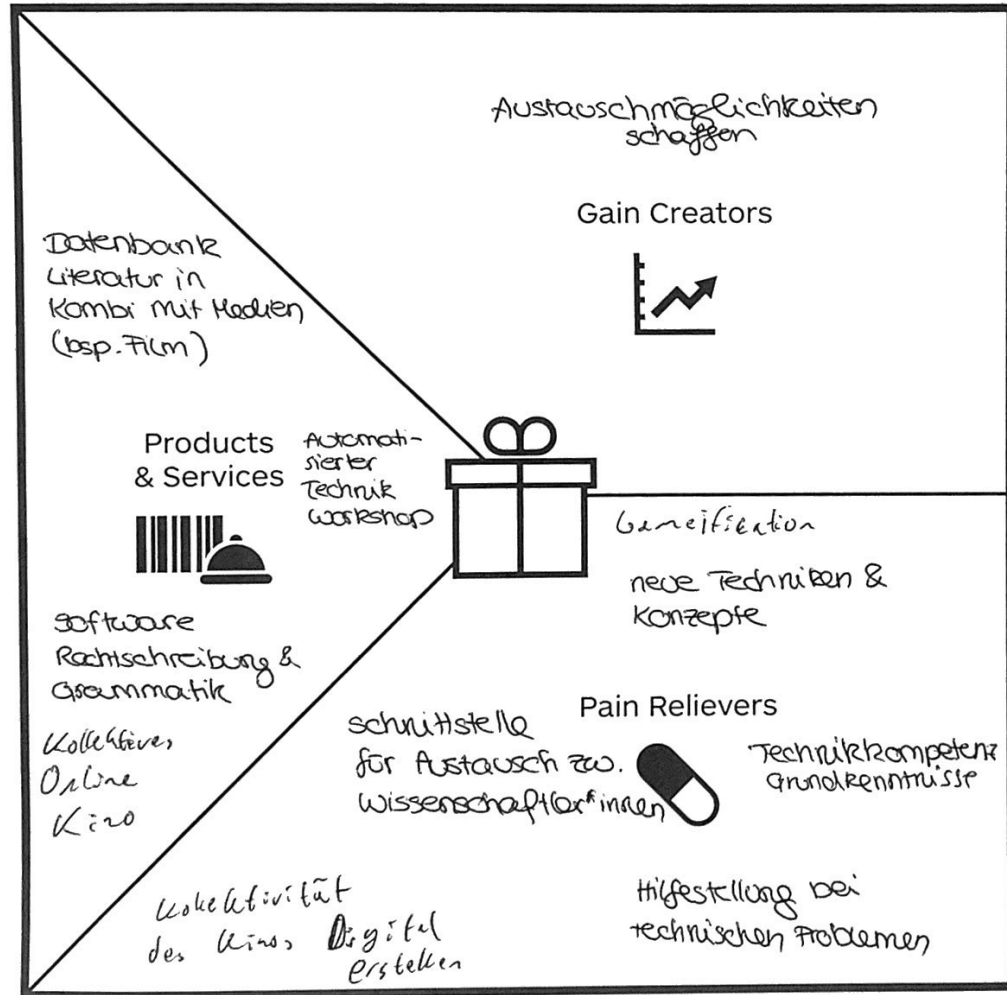
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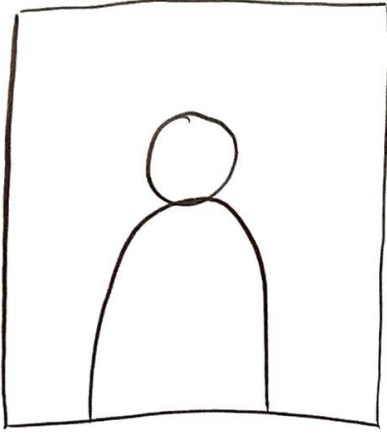
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The Value Proposition Canvas

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, Videospielentwicklung, 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

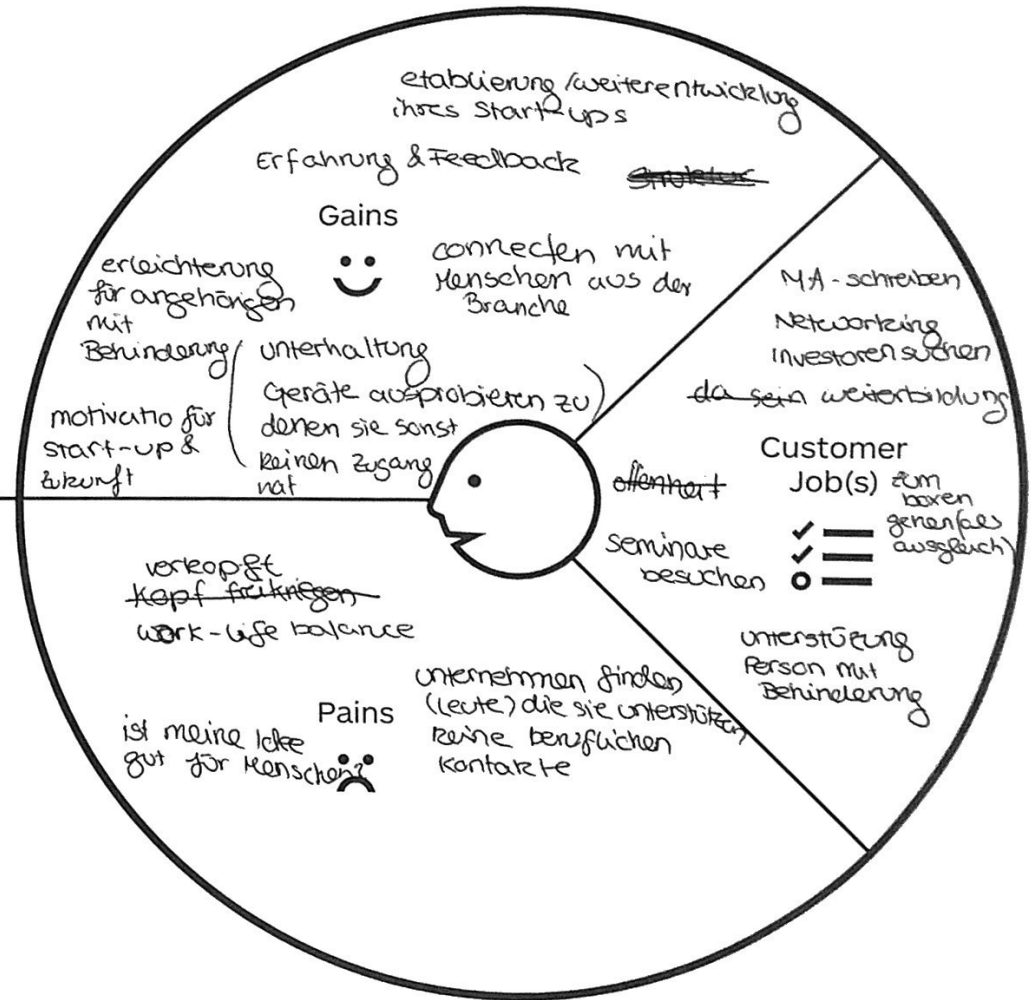
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The Value Proposition Canvas

Value Proposition

Customer Segment



Model 1

Step 1: Current Knowledge

Current Knowledge: *Current knowledge of the market, competitors, and customers.*

Market: *Market size, growth, and trends.*

Competitors: *Competitor strengths and weaknesses.*

Customers: *Customer needs and preferences.*

Value: *Value proposition and competitive advantage.*

Business Model: *Business model and revenue streams.*

Marketing: *Marketing strategy and tactics.*

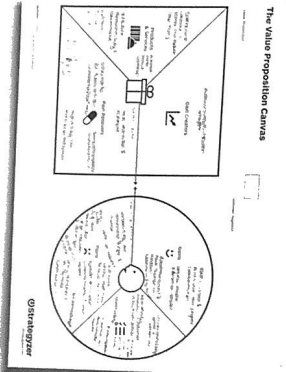
Operations: *Operational efficiency and scalability.*

Financial: *Financial performance and projections.*

Legal: *Legal and regulatory compliance.*

Step 1a: *Step 1a: Current Knowledge*

Step 1b: *Step 1b: Current Knowledge*



Model 2

Step 2: Current Knowledge

Current Knowledge: *Current knowledge of the market, competitors, and customers.*

Market: *Market size, growth, and trends.*

Competitors: *Competitor strengths and weaknesses.*

Customers: *Customer needs and preferences.*

Value: *Value proposition and competitive advantage.*

Business Model: *Business model and revenue streams.*

Marketing: *Marketing strategy and tactics.*

Operations: *Operational efficiency and scalability.*

Financial: *Financial performance and projections.*

Legal: *Legal and regulatory compliance.*

Step 2a: *Step 2a: Current Knowledge*

Step 2b: *Step 2b: Current Knowledge*

Model 3

Step 3: Current Knowledge

Current Knowledge: *Current knowledge of the market, competitors, and customers.*

Market: *Market size, growth, and trends.*

Competitors: *Competitor strengths and weaknesses.*

Customers: *Customer needs and preferences.*

Value: *Value proposition and competitive advantage.*

Business Model: *Business model and revenue streams.*

Marketing: *Marketing strategy and tactics.*

Operations: *Operational efficiency and scalability.*

Financial: *Financial performance and projections.*

Legal: *Legal and regulatory compliance.*

Step 3a: *Step 3a: Current Knowledge*

Step 3b: *Step 3b: Current Knowledge*

