

## CASE STUDY

The Accounts Payable department has noticed the number of late expense reports in the field have increased over the last few months. Understanding that they are very busy and most don't have access to the company's intranet until they get home in the evening or during the weekend, Debbie Thompson, the Finance CIO, solicited feedback via survey on what could be done to submit expense reports on time.

To Debbie's surprise, 95% of the people surveyed responded to the survey. An overwhelming 75% of the respondents indicated that, if they had access to the expense reporting tool via mobile device, it would be more efficient and a great time saver. Based on the responses to the survey, Debbie and her Accounts Payable manager, Janet Peterson, submitted a business case to the Project Approval board requesting funding. The objective of the project would be for the IT Department to develop an application or an interface that would make the Expense Reporting tool available via mobile devices.

### FACTS

Personal profile, who is s/he, demographics.

NAME:

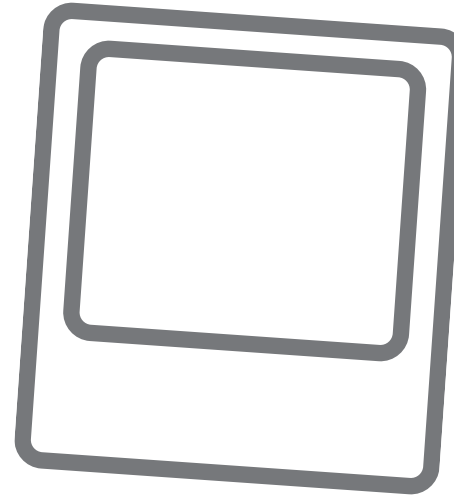
AGE:

GENDER:

LOCATION:

JOB TITLE:

JOB DESCRIPTION:



### PROBLEMS

Fears, frustrations and perceived obstacles (e.g. feeling slow and out of touch with technology, paying too much for flights and violating my company's expenses policy).

### BEHAVIORS

A day in the life - What does s/he do? Tell stories about his/her behavior while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media). How important are functional, emotional, expressive benefits?

### NEEDS & GOALS

Wants, needs and what s/he believes constitutes success. Goals can range from quite general goals (e.g. feeling confident using technology) to quite product-specific ones (e.g. booking a flight in under 1 minute).