The generalized character theory of Hopkins, Kuhn and Ravenel has proved to be a very useful tool in the study of Morava $E_n$. In this talk, I will outline a compact construction of the transchromatic generalized character maps. The Morava $E$-theory of cyclic groups and symmetric groups have well known algebro-geometric interpretations. Using the relationship between the character maps and the transfer maps for Morava $E$-theory, I will provide algebro-geometric interpretations of the cohomology of some finite groups other than symmetric groups and cyclic groups.