



Themes Emerged

Themes Emerged	Sub-Themes Extracted	Need (What)	Insight (Why)
Pricing	Flat Rate	To have a rate set and getting rid of bidding system	Companies keep dropping prices due to the competition
	Fair	Equal opportunity to pick loads	So, all businesses can have fair share of loads
Compliance	Safety Rating	For drivers to behave safely on road	For the safety of the public and the driver
	Document Review	Safety inspection, insurance, registration etc. reviews by Freight Shield Management	To issue that the units are fit to be on the road
Tracking	Shipper visibility	Shipper view where their goods are live	Shippers can track their good to make sure everything is safe and sound
	Dispatcher visibility	Dispatchers view where their drivers are live	Dispatchers can track the drivers for the safety of the company's equipment
Safety	Logbook Integration	Keeps track of the hours of drivers	To follow the DOT and safety of the drivers
	Restricting loads	Only loads can be seen on the app that are possible to do by the driver viewing the app	So dispatchers/owner operators can not pick the load that violates the regulatory hours