



Personas

THE TYPES OF PEOPLE THAT MATTER MOST TO
MABEY



***“EVERY BRIDGE IS DIFFERENT AND INDIVIDUAL SO I THINK IT’S
QUITE DIFFICULT TO COVER EVERYTHING ON THE WEBSITE SO IT’S
USEFUL TO HAVE A DIRECT CONTACT AT THE COMPANY AND QUITE
DIFFICULT TO REPLACE THAT ON THE WEBSITE.”***

MIKE - DETAIL FOCUSED ENGINEER

About Mike

AGE: 47 YEARS OLD

PROFESSION: SENIOR PROJECT ENGINEER

I have been in the construction industry for 20 years and I specialise in civil engineering with structure design and build being the main areas. Apart from drawing and detailing highway structures I also put together contracts and specifications. I supervise and advise a team of technicians on site. With my expertise I am often involved in tender processes and contract work.

I use a number of engineering software such as Autocad or Scale and analysis computer programmes - all used for bridge design and inspection.

I like working with local companies as their people can come to our office and discuss any complex problems or issues plus it’s easier for them to visit a site we are working on or just meet in person. Talking to someone face to face can save me a lot of time. When I need to contact people in the industry I would call directly my contact or send an email.

When I am at work I use my desktop computer to access any information I need.

Goals:

To put together comprehensive contract documentation.

Needs:

- Access technical information, e.g. maximum load, type of welding, span of a structure, steel strength, capacity, maintenance, user guide)
- Information on timeline and pricing
- Talk to an expert in case there are any problems or issues on site
- See previous examples of similar projects and applications of structures
- See example videos of how to erect a modular structure
- Information on accreditations and certifications (e.g. Eructed or ISO)

Pain Points:

- Lack of detailed technical drawings
- No possibility to download detailed technical drawings



“BECAUSE OF THE NATURE OF OUR BUSINESS , VERY SERVICE ORIENTED EMERGENCY WORK, THE TIME FACTOR IS CRITICAL TO FIND OUT AVAILABILITY AND ARRANGE PRODUCT DELIVERY.”

JAKE - TECH SAVVY INNOVATOR

About Jake

AGE: 45 YEARS OLD

PROFESSION: ASSET MANAGER

I have over 25 years of experience in the construction industry and have worked on a number of projects incl. demolitions, underground infrastructure, heavy equipment applications and general site work.

Majority of my current projects involve emergency work (e.g. broken water pipe) hence proximity and availability of equipment is key.

I always look for innovative products and applications. I use a high number of devices. At work I have 6 monitors, a PC, a Mac, an iPhone 6. I really like my tablet and most of my team are now starting to carry iPads to access information.

I am always keen to receive training on any new products and applications.

Goals:

To quickly deliver the right product to a site.

Needs:

- Get a good overview of product inventory
- Quickly check and confirm product location & availability
- Arrange equipment delivery to a site quickly and easily
- See product description with photos in an installed position and/or videos and demonstrate it to the client
- See product technical specification (dimensions, spec, load rating etc.)
- Access information when offline or poor connection

Pain Points:

- Lack of information readily available online and offline
- Lack of visibility of product availability and delivery times
- Long distance to the nearest depot affecting delivery times



“IF YOU ARE DOING BUSINESS WITH A COMPANY YOU TEND TO WANT TO KNOW THE STRENGTH OF THAT COMPANY, HOW BIG IT IS, WHETHER IT’S ROBUST, HOW IT’S ORGANISED, WHAT THE MANAGEMENT STRUCTURE IS ETC.”

RUPERT - INFORMED TENDER FACILITATOR

About Rupert

AGE: 52 YEARS OLD

PROFESSION: LOCAL GOVERNMENT WORKER

I have **worked in finance and insurance** most of my life. My current role involves **supplying loans to help overseas governments to pay for UK products** and to **provide banks with repayment guarantees**.

It’s usually **a complex process** and it takes a very **long time to negotiate and then award a contract** hence you need to be patient and make sure that you include all the relevant information as soon as possible.

I am **responsible for making sure that a contract is awarded fairly** and approved by an overseas government. Hence it’s extremely important that the product we are trying to provide a loan for **doesn’t cause environmental damage** and **health and safety regulations** are being adhered to when a product is installed or used.

Having **personal contacts at companies** we work with is extremely important to **build relationships and speed up the process**.

I use my desktop computer for work.

Goals:

To secure project funding based on well informed decisions.

Needs:

- Information on company structure, its board, governance, its vision and mission statement
- See recent developments within a company, how it is changing and what industries they are working in
- Information on the range of products and regions a company is trading in
- See case studies demonstrating the challenge, solution and result including photographs or videos
- See and receive updates on latest news and events within a company
- Information on what contracts a company is entering into
- Information on company’s Corporate Social Responsibility
- Information on company accounts
- Information on contact details for finance or insurance professionals
- Have someone designated when we work on a project or if we need to discuss ant PR that could affect our attempts to provide a loan

Pain Points:

- Lengthy process of securing finance in general



***“IT DOESN’T MATTER WHO YOU USE, IT ALL COMES DOWN
TO THE SERVICE YOU RECEIVE.”***

BOB - SERVICE ORIENTED MANAGER

About Bob

AGE: 38 YEARS OLD

PROFESSION: SITE PROJECT MANAGER

I **manage** a large and busy construction site and have a number of people report to me. On a daily basis I may be **talking to suppliers, liaising with their sales reps, reviewing pricing or arranging deliveries for the products we need on site.**

In order to complete the work on time, budget and according to the requirements we **need a number of different types of equipment.** When working with equipment hire companies the **main things we look at are health & safety, proximity and availability of equipment,** and then **pricing.** But after all **it’s all about safety.** It’s not just the equipment that we need. We also **rely on the technical expertise of the companies we hire from.**

As time is of essence we try to do things electronically these days and devices like iPads are increasingly used on site. I mainly use a desktop computer for work. I also have a personal smartphone.

I normally have got **personal contacts at hire companies we work with and tend to get in touch with them via phone or email.**

Goals:

To quickly find the right equipment for the job at hand.

Needs:

- Information on depot locations
- See the list of products, incl. their availability, location and pricing
- Access and download product specification (e.g. dimensions, load, weight etc.) and user manual, ideally with the images of how different parts fit together
- Information on health & safety of products
- Quickly find relevant contact details, know who to speak to to based on your location and type of query
- Talk to an expert if I need advice on what product to hire for a job
- Call back option where I can say what I need and someone can call me back with information at a time specified by me
- Online quote rather than received via an email

Pain Points:

- Lack of information on product availability
- Inefficient and messy equipment collection process
- Delays caused by paper work
- Price can be an issue for long-term projects



“I WOULD ALWAYS TELEPHONE RATHER THAN USE THE WEB FOR AN ENQUIRY AND THE REASON FOR THAT IS BECAUSE I WANT A RESPONSE STRAIGHT AWAY.”

PAUL - BUSY SITE MANAGER

About Paul

AGE: 35 YEARS OLD

PROFESSION: SITE SUPERVISOR

I specialise in **large infrastructure projects** and have significant experience in **driving design and construction work** with high performing teams on board.

We **work with a number of hire companies** that supply to us **mainly ground support equipment**. I tend to use **choose companies that have technical information** about the products. **Technical data sheets are the most important things** for me when it comes to choosing a product.

I am usually **very busy** so if I cannot find the information on the site and am in a hurry **I will just phone someone up and ask**. I've **never made an enquiry via a website**.

When meeting sales reps from different hire companies I want to see their products.

I use a **laptop, an iPad and a desktop computer** for work-related matters. I **hardly ever** use my phone to browse the web.

Goals:

To quickly find the right equipment for the job at hand.

Needs:

- Information on product availability
- Technical specification on products (capacity, size, dimensions etc.)
- Images and videos demonstrating use and applications of products
- Access and download technical data sheets
- Quickly find relevant contact details
- Talk to an expert

Pain Points:

- Lack of information on product availability