

ComplyMate: Real Customer Usage Patterns & MVP Priorities

Primary Customer Personas & Usage Patterns

1. Sarah - Safety Manager at Manufacturing Company (150 employees)

Background:

- Age: 35-45
- Experience: 5-10 years in safety
- Manages 2-3 workplace injuries per month
- Reports to operations director
- Uses: Desktop 70%, Mobile 30%

Daily Usage Scenarios:

Scenario A: Incident Response (Urgent - within 24 hours)

Trigger: "We just had a workplace injury"

Usage Pattern:

- Gets call/text about injury (mobile)
- Opens ComplyMate on phone while walking to scene
- Starts voice conversation: "Worker cut finger on machine"
- AI asks immediate questions for Form 301
- Completes initial report in 3 minutes
- Later that day: Opens desktop to finalize and submit
- Frequency: 2-3x per month
- Urgency: HIGH

Scenario B: Monthly Form Updates (Routine)

Trigger: End of month OSHA log maintenance

Usage Pattern:

- Opens ComplyMate on desktop after coffee
- Reviews pending incidents from the month
- Chats with AI: "Need to update our 300 log with March incidents"
- AI walks through each incident systematically
- Completes monthly update in 15 minutes
- Frequency: 1x per month
- Urgency: MEDIUM

Scenario C: Annual Reporting (High Stakes)

Trigger: January - preparing annual OSHA 300A summary

Usage Pattern:

- Stressed about deadline (March 2nd)
- Opens ComplyMate: "I need to create our annual summary"
- AI analyzes year's data, calculates DART rates
- Reviews with management team
- Submits electronically to OSHA
- Frequency: 1x per year
- Urgency: CRITICAL

2. Mike - Operations Manager at Construction Company (75 employees)

Background:

- Age: 40-50
- Safety is 30% of his role
- Mobile-first user (job sites)
- Limited OSHA knowledge
- High injury frequency industry

Daily Usage Scenarios:

Scenario A: Job Site Incident (Mobile-First)

Trigger: Injury on construction site

Usage Pattern:

- At job site, no laptop available
- Opens ComplyMate mobile app
- Voice input: "Worker fell from scaffold, hurt back"
- AI guides through immediate questions
- Takes photos of accident scene
- Completes incident report in 5 minutes
- Forwards to office for review
- Frequency: 1-2x per week
- Urgency: IMMEDIATE

Scenario B: Weekly Safety Review

Trigger: Friday afternoon safety meeting

Usage Pattern:

- Reviews week's incidents before team meeting
- Asks AI: "Show me this week's safety issues"
- Discusses trends with AI to prepare talking points
- Uses data in safety meeting with crew
- Frequency: 1x per week
- Urgency: ROUTINE

3. Jennifer - HR Director at Growing Tech Company (45 employees)

Background:

- Age: 30-40
- New to OSHA requirements
- Handles safety as part of broader HR role
- Desktop user primarily
- Detail-oriented, wants compliance confidence

Usage Scenarios:

Scenario A: First-Time OSHA Setup

Trigger: Company hit 10+ employees, needs OSHA compliance

Usage Pattern:

- Researches OSHA requirements (confused)
- Opens ComplyMate: "We're new to OSHA compliance"
- AI educational mode: explains requirements step-by-step
- Sets up company profile and initial forms
- Gets compliance confidence in 30 minutes
- Frequency: One-time setup
- Urgency: LEARNING

Scenario B: Rare Incident Management

Trigger: First workplace injury (panic mode)

Usage Pattern:

- Stressed, doesn't know OSHA process
 - Opens ComplyMate: "We had our first workplace injury, help!"
 - AI calms fears, explains process
 - Walks through incident documentation
 - Provides compliance guidance and next steps
 - Frequency: 2-3x per year
 - Urgency: HIGH + ANXIETY
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Device Usage Patterns

Mobile Usage (40% of interactions)

When: Immediate incident response, job sites, away from desk **What:** Voice input, photos, quick incident reporting **Features Needed:**

- Voice-to-text conversation
- Camera integration for incident photos
- Offline capability for poor signal areas
- Touch-friendly interface
- Quick voice commands

Desktop Usage (60% of interactions)

When: Detailed form completion, review sessions, reporting **What:** Complex form work, team collaboration, management reporting **Features Needed:**

- Full conversation interface
 - Document management
 - Report generation and export
 - Multi-tab workflow
 - Integration with email/calendar
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Usage Frequency & Timing Patterns

High-Frequency Users (Manufacturing, Construction)

Daily: Quick check-ins, minor incident reports

Weekly: Safety reviews, trend analysis

Monthly: Form updates, compliance checks

Annually: Major reporting, OSHA submissions

Peak Usage Times:

- Monday mornings (weekend incident review)
- End of month (monthly reporting)
- January-March (annual reporting season)

Low-Frequency Users (Office, Service)

Monthly: Occasional incident reports

Quarterly: Compliance reviews

Annually: Required reporting

Peak Usage Times:

- After incidents (reactive)
- Before audits (preparation)
- Annual reporting deadlines

Urgency Levels & Response Expectations

CRITICAL (Within 1 hour)

- **Trigger:** Serious workplace injury
- **User State:** Stressed, urgent, needs guidance
- **Expectation:** Immediate help, clear direction
- **MVP Priority:** HIGH

Usage Pattern:

"We just had a serious injury, ambulance called, what do I do?"

- AI provides immediate incident response guidance
- Starts documentation process
- Ensures OSHA notification requirements met

HIGH (Same day)

- **Trigger:** Workplace incident requiring documentation

- **User State:** Focused, wants to get it done correctly
- **Expectation:** Quick, accurate completion
- **MVP Priority:** HIGH

MEDIUM (Within a week)

- **Trigger:** Routine maintenance, monthly updates
- **User State:** Organized, scheduled work
- **Expectation:** Efficient workflow
- **MVP Priority:** MEDIUM

LOW (Annual/Quarterly)

- **Trigger:** Compliance reviews, annual reporting
 - **User State:** Thorough, wants perfection
 - **Expectation:** Comprehensive support
 - **MVP Priority:** MEDIUM
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MVP Feature Prioritization Based on Usage

MUST HAVE (Core MVP Features)

1. Mobile Incident Reporting (40% of usage value)

User Story: "I'm at a job site, worker got injured, I need to document this now"

Features:

- Voice conversation interface
- Basic incident documentation
- Photo capture
- Offline capability
- Simple, fast workflow

2. Desktop Form Completion (35% of usage value)

User Story: "I need to complete our OSHA forms properly and submit them"

Features:

- Conversational form completion
- OSHA compliance validation
- Form generation and download
- Basic submission capability

3. Guidance for New Users (15% of usage value)

User Story: "I don't know OSHA requirements, teach me what I need to do"

Features:

- Educational AI mode
- Requirement explanations
- Step-by-step guidance
- Confidence building

SHOULD HAVE (Version 1.1)

4. Team Collaboration (5% of usage value)

User Story: "I need my manager to review this before submission"

Features:

- Sharing and approval workflows
- Comments and feedback
- User roles and permissions

5. Advanced Reporting (3% of usage value)

User Story: "I need analytics on our safety performance"

Features:

- Trend analysis
- Benchmark comparisons
- Custom reports

NICE TO HAVE (Version 2.0+)

6. Integrations (2% of usage value)

Features:

- Email notifications
 - Calendar integration
 - API connections
 - Enterprise SSO
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Real Customer Journey Examples

Journey 1: First-Time User (Jennifer - HR Director)

Day 1: Discovery

Problem: "Our company grew to 15 employees, someone said we need OSHA compliance"

Action: Googles "OSHA requirements small business"

Finds ComplyMate: "AI-powered OSHA compliance"

Signs up for free trial

Day 1: Onboarding (10 minutes)

ComplyMate: "Hi Jennifer! I see you're new to OSHA. Let me help you get started."

Jennifer: "I don't know anything about OSHA requirements"

ComplyMate: "No problem! I'll teach you. What industry are you in?"

Jennifer: "Software company, about 15 employees"

ComplyMate: "Perfect! Here's what you need to know..." [Educational mode]

Result: Understands requirements, feels confident

Day 30: First Incident

Problem: Employee cuts hand in office kitchen

Jennifer: Panics, opens ComplyMate

Jennifer: "We had our first workplace injury, what do I do?"

ComplyMate: "I'll walk you through this step by step. First, was medical treatment needed?"

[5-minute conversation later]

Result: Perfect incident documentation, compliance confidence

Journey 2: Experienced User (Sarah - Safety Manager)

Week 1: Trial

Problem: Current system takes too long for incident reports
Downloads ComplyMate mobile app
Tests with recent incident: "Worker slipped in warehouse"
AI conversation completes report in 3 minutes vs 45 minutes manual
Impressed: "This is exactly what I needed"

Month 1: Integration

Replaces old workflow completely
Uses mobile for immediate incident response
Uses desktop for monthly form updates
Saves 10+ hours per month
Becomes internal champion: "This tool is amazing"

Month 3: Power User

Uses advanced features: trend analysis, team sharing
Recommends to other safety managers
Becomes case study customer

MVP Development Priorities Based on Real Usage

Phase 1: Core Incident Response (Months 1-2)

Focus: Mobile incident reporting + desktop completion **Rationale:** Handles 75% of customer value, most urgent use cases

Features:

- Mobile voice conversation interface
- Basic incident documentation
- Desktop form completion
- PDF generation and download
- Simple user management

Phase 2: Compliance Confidence (Month 3)

Focus: OSHA submission + educational features **Rationale:** Completes core compliance workflow, reduces customer anxiety

Features:

- OSHA portal integration
- Educational AI mode
- Compliance validation
- Deadline reminders

Phase 3: Scale and Polish (Months 4-6)

Focus: Team features + advanced capabilities **Rationale:** Supports growth and enterprise adoption

Features:

- Team collaboration
 - Advanced reporting
 - API integrations
 - Enterprise security
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Success Metrics by User Type

Immediate Success (First 30 days)

- **Time to first completed form:** <10 minutes
- **Incident response time:** <5 minutes mobile report
- **User confidence score:** "I understand OSHA requirements" >80%
- **Feature adoption:** Mobile + desktop usage within first week

Long-term Success (3+ months)

- **Time savings:** >90% reduction in form completion time
- **Accuracy improvement:** <2% error rate vs 15% industry average
- **Usage patterns:** Regular weekly/monthly engagement
- **Advocacy:** Net Promoter Score >50

This usage analysis shows that **mobile incident response** and **conversational form completion** are the **most critical MVP features** - they handle the highest frequency, highest urgency, and highest value customer scenarios.