



# Stacy McContractor

*Age: 32*

*From: Newark, New Jersey*

*Occupation: General Contractor*

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## Overview

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### Details

- Stacy is a general contractor who frequently needs to pull crews together quickly to work on new construction.
- Since the trades are in chronic shortage in New Jersey and in the US at large, Stacy is often faced with scenarios where most plumbers, electricians, and HVAC workers in her area are overbooked, making it necessary to make a great multitude of calls to recruit workers without our app.
- Before using our app, stacy often went over budget because of the cost of the workforce that she recruits.

### Goals

- Be able to efficiently pull in a large number of electricians, carpenters, plumbers and HVAC workers to work on new construction.
- Be able to keep labor costs down, or at least low enough such that she doesn't exceed her budget for the project. This is accomplished through the bidding functionality of our app.
- Save time by not having to make calls to local servicemen just to find that they're overbooked and unavailable for work.

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### Behavior and Tech Habits

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- Stacy uses the bidding functionality of the app whenever she is pulling together a crew for new construction.
- Stacy uses the messaging functionality of our app to coordinate initial communication between the workforce that she hires. Since coordinating communication throughout the lifecycle of the construction project is beyond the scope of the app, this is transitory.

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### Pain Points

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- Finds it difficult to find available tradesmen to contribute to new construction projects, with most of them being overbooked
- Finds it difficult to keep labor costs below budget

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### Education and Credentials

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- 2 year trade school
- 4 year paid apprenticeship
- 5 years experience as a GC, has worked on over 30 projects