

A portrait of Josephine, a Black woman with her hair in braids, wearing a grey blazer over a light-colored top. She is smiling and has her arms crossed.

Josephine

34, Deliverymen Manager
Hometown: Kisumu, Kenya
Current Location: Kisumu

Patient

Focus

Reliable

Achiever

User Persona

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Building trust with riders is important, but it's challenging when the system makes their work harder.

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ABOUT

Josephine is a highly organized and communicative delivery operations manager who oversees a team of delivery riders. With 4+ years of experience in logistics, she balances real-time problem-solving with strategic route planning to ensure smooth delivery operations.

GOALS

- Ensuring timely and accurate deliveries to maintain the company's reputation.
- Optimizing delivery routes to save costs and reduce delays.
- Building strong relationships with riders to foster teamwork and accountability.

HABITS

- Starts her day by reviewing the delivery schedule and assigning priority tasks to riders.
- Relies on delivery management tools to track rider locations, assign tasks, and handle customer inquiries.

FRUSTRATIONS

- Poor internet connections hinder real-time communication with riders, leading to delays.
- Systems occasionally fail to prioritize tasks, forcing manual adjustments that waste time.
- Struggles with riders not updating their status promptly, causing gaps in the tracking process.