



# Rachel

32, Delivery Manager

Hometown: Nairobi, Kenya  
Current Location: Nairobi

Analytical

Strategic

Fair-minded

Resourceful

User Persona

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I need a system that gives me better visibility and control so I can make proactive decisions instead of constantly putting out fires.

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## ABOUT

Rachel is a data-driven manager who thrives on creating efficient systems. With a background in logistics, she excels at optimizing operations but often feels constrained by current technology limitations. She's respected by her team for her fair leadership style and commitment to supporting driver success.

## GOALS

- Optimizing delivery operations to meet or exceed efficiency targets
- Managing driver fleet effectively while maintaining team satisfaction
- Handling peak periods with minimal disruptions to service quality

## HABITS

- Starts each morning reviewing previous day's performance data and identifying patterns
- Conducts regular check-ins with area supervisors to address emerging issues
- Maintains a detailed tracking system to monitor driver performance and identify improvement opportunities
- Proactively redistributes resources based on real-time demand fluctuations

## FRUSTRATIONS

- Limited visibility of real-time driver locations and delivery statuses
- Inefficient resource allocation tools that don't account for dynamic factors
- Disconnected communication systems between restaurants, drivers, and management
- Performance tracking that requires manual compilation and analysis