

A full-page background image of a delivery rider, Peter, sitting on an orange and white motorcycle. He is wearing an orange polo shirt with 'DELIVEYNOW' and 'KISUMU' logos, black pants, and a white helmet. A large orange delivery bag with 'DELIVEYNOW' is mounted on the back of the motorcycle. The motorcycle has 'DELIVEYNOW' and 'KISUMU' branding on the side. The background shows a street scene with a building and a lamp post.

Peter

27, Delivery Man
Hometown: Kisumu, Kenya
Current Location: Kisumu

Resilient

Kind

Reliable

Hardworking

User Persona

66

I wish the system could notify me of route changes in real time instead of me refreshing it manually.

99

ABOUT

Peter is a tech-savvy and hardworking delivery rider who enjoys the flexibility and independence his job offers. However, he often struggles with connectivity issues and system inefficiencies that impact his ability to complete deliveries on time.

GOALS

- Earning consistent income to support his family.
- Completing deliveries on time to maintain customer satisfaction.
- Having a reliable system that minimizes downtime between tasks.

HABITS

- Starts the day by checking his assigned tasks and mapping out delivery routes using both company tools and Google Maps.
- Maintains professionalism by keeping customers updated about their deliveries, especially during delays.

FRUSTRATIONS

- Poor network coverage during peak hours creates unnecessary delays.
- Delivery tools sometimes crash or fail to update, causing confusion and inefficiencies.
- Delays caused by the system or external factors reduce his earnings.