# SHIPTRACKER

USER PERSONAS & USE CASES

# ShipTracker Personas

Warehouse Administrator

Shipment Sender

Warehouse Manager

Shipment Recipient

Warehouse Worker

# ShipTracker Persona: Warehouse Administrator

**Name:** SUSAN
**Title:** Warehouse Administrator
**Primary Job Duty:** Oversees all warehouses and shipments in the system

**SUSAN** cares about:
- Business reputation
- Scalability of the inventory system
- Shipment safety and integrity

**SUSAN's** primary responsibilities are:
- Accurate inventory of shipments overall and at each warehouse in the system
- Shipments routing to correct warehouses
- Timely delivery of shipments

**SUSAN's** success is measured by:
- Sender and recipient satisfaction
- Lost / late / damaged shipment metrics across the entire system
- Shipping efficiency and profitability

# ShipTracker Persona: Warehouse Manager

**FRANK** cares about:
- Safety of the workers at his warehouse
- Safety of the shipments at his warehouse
- Getting shipments out on time via the right mode

**FRANK's** primary responsibilities are:
- Keeping track of warehouse capacity, and enabling / disabling freight receipt as needed
- Maintaining safe work conditions
- Timely and accurate processing of warehouse shipments

**FRANK's** success is measured by:
- Length of time shipments remain at warehouse
- Worker safety record
- Lost / damaged shipments at warehouse

**Name:** FRANK
**Title:** Warehouse Manager
**Primary Job Duty:** Responsible for a single warehouse in the system

# ShipTracker Persona: Warehouse Worker

**Name:** RALPH
**Title:** Warehouse Worker
**Primary Job Duty:** Keeping shipments in a warehouse organized and tracked

**RALPH** cares about:
- Staying healthy so he can keep working
- Loading the right shipments on the right transportation mode at the right time
- Meeting performance goals

**RALPH's** primary responsibilities are:
- Loading the right shipments on the right transportation mode at the right time
- Keeping shipments organized so they can be quickly located

**RALPH's** success is measured by:
- Performance goals
- Correct shipments loaded

# ShipTracker Persona: Shipment Sender

**Name:** KIM
**Title:** Shipment Sender
**Primary Duty:** Ensure their package arrived safely to recipient

**KIM** cares about:
- Safe arrival of shipment to destination
- Timely arrival of shipment to destination
- Cost and value of shipping service

**KIM's** primary responsibilities are:
- Keeping orders fulfilled / shipped
- Accurate order fulfillment
- Keeping track of shipments in flight

**KIM's** success is measured by:
- Customer satisfaction
- Late / lost / damaged order reports
- Profits / losses

# ShipTracker Persona: Shipment Recipient

**Name:** SUNNY
**Title:** Shipment Recipient
**Primary Duty:** Receive package and ensure integrity of contents

**SUNNY** cares about:
- Order arriving on time
- Order arriving undamaged
- Accuracy of products ordered

**SUNNY's** primary responsibilities are:
- Entering shipment address correctly
- Paying for shipment speed / mode desired
- Checking order upon arrival before accepting for damage

**SUNNY's** success is measured by:
- Successful receipt of shipment when it arrives
- Checking contents for damage upon arrival

# ShipTracker Actors/Goals



Warehouse Administrator (Primary)

Shipment Sender (Supporting)

Warehouse Manager (Primary)

Shipment Recipient (Supporting)

Warehouse Worker (Supporting)

# ShipTracker Primary Actor:
## Warehouse Administrator

## Goals:

- Import existing shipments into system
- Distribute new shipments to warehouses
- Pull inventory of a single warehouse
- Pull inventory across all warehouses

## Use Cases:

- Record existing inventory
- Report existing inventory
- Distribute new shipments

**Name:** SUSAN
**Title:** Warehouse Administrator
**Primary Job Duty:** Oversees all warehouses and shipments in the system

# ShipTracker Primary Actor:
## Warehouse Manager

**Name:** FRANK
**Title:** Warehouse Manager
**Primary Job Duty:** Responsible for a single warehouse in the system

## Goals:

- Enable freight receipt
- Disable freight receipt
- Pull inventory of a single warehouse

## Use Cases:

- Manage freight receipt
- Report warehouse inventory