Project Context

We are building an online platform for medium to large warehouses to post short-term jobs, such as loading and unloading cargo containers. The target users are warehouse managers/owners who would use the platform to post jobs when needed. Freelance worked would register and complete the job.

Interview Goals

In this interview, I want to learn:

- How warehouses currently handle daily inbound/outbound freight.

- How often freight handling gets delayed due to workload or staff shortages.

- What motivates managers to hire additional workers and how they evaluate reliability.

- Whether managers would consider paying per job completed (incentive-based pay) rather than hourly.

- What features or safeguards they would want in a platform that connects them with freelance workers.

User Background

Interviewee Profile:

- Position: Warehouse Manager/owner

- Company: Medium-to-large warehouse handling inventory for retail clients such as Ollie's, Kichler Lighting, DiversiTech, or Williams-Sonoma.

- Responsibilities: Oversees daily inbound and outbound shipments, staffing, scheduling, and ensuring freight is loaded/unloaded on time.

- Experience: 10+ years in warehouse operations, familiar with labor shortages and seasonal surges in workload.

Interview Questions

1. Daily Behaviors / Routines

- Can you walk me through a typical day in your warehouse operations?

- How much inbound and outbound freight do you usually process per day?

- Do you have quota goals for inbound and outbound freight?

- During peak times (holidays, promotions, etc.), how does your workload change?

- How do you currently schedule workers for loading/unloading tasks?

2. Frustrations / Pain Points

- What are the biggest challenges you face when it comes to staffing warehouse jobs?

- How often does freight handling get delayed because of limited staff?

- What are the consequences when shipments are delayed?

- Have you ever had to turn down freight or delay processing due to lack of available workers?

- Do you often have trouble with employee work ethic?

3. Expectations / Preferences

- If there were a platform that connected you with freelance workers, what would you expect it to provide?

- Would you prefer to pay workers hourly or per job completed? Why?

- What qualities do you value most in temporary or freelance workers? (Speed, reliability, safety compliance, etc.)

- How important would features like ratings/reviews, background checks, or verified skills be for building trust in the platform?

4. Current Tools / Workarounds

- How do you currently find extra help when your warehouse is short-staffed?

- Do you use temp agencies, internal overtime, or other short-term job platforms?

- What do you like or dislike about the current methods you use to bring in extra labor?

- Have you tried digital platforms or apps for staffing before? If so, what worked well and what didn't?

5. Closing

- What would make you trust and use a platform like this regularly?

- If you could design the perfect system for finding reliable freelance workers, what would it look like?

- Is there anything I haven't asked that you think is important to know about warehouse staffing and operations?