Project Context

We are developing an online platform designed for medium-to-large warehouses to post short-term jobs, such as loading and unloading cargo containers. The primary users are warehouse managers and owners, who would use the system to post jobs when additional labor is needed. Freelance workers would register on the platform and complete these jobs, helping warehouses handle fluctuating demand and staffing shortages more effectively.

Interview Goals

The purpose of this interview is to understand warehouse managers' needs and challenges related to staffing.

- How warehouses currently handle daily inbound and outbound freight.

- How often workload or staff shortages cause delays.

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

- Whether managers are open to incentive-based pay (per job completed) versus hourly wages.

- What platform features or safeguards (such as worker verification or ratings) would build trust and encourage adoption.

User Background

Interviewee Profile:

- **Position:** Warehouse Manager or 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, manages staffing and scheduling, ensures freight is loaded and unloaded on time.

- **Experience:** 10+ years in warehouse operations, experienced with labor shortages, seasonal surges, and coordinating temporary staff when needed.

Interview Questions

1. Daily Behaviors and Routines

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

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

- Do you have quota or performance goals for freight handling?

- How does your workload change during peak times such as holidays or promotions?

- How do you currently schedule staff for loading and unloading tasks?

2. Pain Points and Frustrations

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

- How often are shipments delayed because of staffing shortages?

- What are the consequences of these delays for your warehouse or your clients?

- Have you ever had to turn down freight or reschedule work due to lack of available staff?

- Do you experience challenges with employee work ethic or motivation?

3. Expectations and Preferences

- If there were a platform connecting you with freelance workers, what would you expect it to offer?

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

- What qualities are most important to you in temporary or freelance workers (e.g., reliability, speed, safety compliance)?

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

4. Current Tools and Workarounds

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

- Do you rely on temp agencies, overtime, or other solutions?

- What do you like or dislike about the methods you currently use to fill labor gaps?

- Have you tried digital staffing platforms or apps before? If so, what worked well and what did not?

5. Closing

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

- If you could design the ideal system for finding reliable freelance workers, what would it include?

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