

Adelaide Glass

PROFILE

GENDER

Customer

Female

AGE

42

LOCATION

Missouri

OCCUPATION

Business Owner



"I want an efficient and simple courier service to deliver packages for my business"

MOTIVATIONS

Adelaide works full time running her furniture business. She makes custom furniture as well as redesigns furniture at large scales for corporations and organizations. She occasionally needs same day delivery for different fabric or other material samples. Most courier services take more time than she wants to spend to place deliveries and most larger delivery companies do not offer same day delivery options. In addition, Adelaide would like to track her packages and see notifications for when they are delivered.

GOALS

- Efficient ordering system
- Can order multiple packages
- Can track packages
- Same day delivery with delivery notifications

FRUSTRATIONS

- Most courier companies require lots of time to place orders (for example, over the phone)
- Wants same day delivery and tracking, usually has to choose between a courier service or a large delivery company

Thomas Rhett

PROFILE

Employee

GENDER

Male

AGE

35

LOCATION

Missouri

OCCUPATION

Delivery Driver



"I want an easy way to enter delivery information"

MOTIVATIONS

Thomas has been delivering parcels for over a decade and one of his biggest frustrations has been using electronic systems. They either are a pain to enter information into or often won't let him enter information at all. There's always a learning curve to using a new system and it seems like once he's gotten the hang of one system, another one is introduced. He wants a simple system that works quickly.

GOALS

- Quick working system
- Easy to use and understand
- Easy to enter information

FRUSTRATIONS

- Systems are often complicated and difficult to figure out
- Entering information can be difficult or time-consuming

"It shouldn't take a long time to enter delivery information or understand how a delivery software program works."