

For each category, write in either an observation you've seen or heard, or a direct quote from a user. Write the name of the user (if you have it), his/her role or user type, and any other information you have that you think might be useful. Fill in information for each category as you receive it. There are some fictional examples below to start (which may or may not actually be accurate). The goal with this is to gather feedback from our users and then look for patterns in what we see. Any information you gather from users could be beneficial, so feel free to add it all. Note the tabs at the bottom for each type of user.

Problems User Has	Emotions User Has	Processes In User's Life	Different Roles Users Play	Tools User Uses to Solve Problem Currently	Contexts User Might Be Found In	Practical Needs
i.e. Too much wasted time driving to pick up construction supplies. -Joe Williams, Contractor Long-Time User		i.e. Pick up supplies every morning before starting my work. -Phil Jones, Contractor New User	i.e Picking up missing supplies when an order is missing parts. -Peter, Contractor	i.e. "I currently use my pickup truck to get supplies for each job." -Colin, Contractor New To Job		i.e. Quick Delivery -Henry, Retired Contractor
Brad (McKinstry) Remote location and travel time		Depends on suppliers to deliver material		The phone. Calls supplier to solve his issues regarding material requests.	Working in remote locations	Material delivered to remote areas during project.
Jeremy (McKinstry) In middle of job and needs material		They try to load up in the a.m. but never know until they start the project		Needs something calls his preferred supplier		Needs asap or same day
Ray Carrier (Carrier Plumbing)	Sense of urgency	Gets most of his material before job starts.	Estimates, gathers material lists, scheduling etc..	Either pays for delivery or waits to get himself. Depends on situation.	Needs to finish job asap	Under the gun to get done
Sam (River City Mechanical)	Urgency	Uses 360 Sheet metal as a vendor. Usually has things delivered by them. Now that Sam knows we exist will be using us.	Operations, scheduling etc..	Either waits for material or goes to get himself if needed asap	Remote job sites	Job time frames and location of jobs

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	i.e. Excited to have additional delivery options for contractors		i.e. Delivering materials when internal drivers are short and demand is high		i.e. Distribution Centers - Michael Lee, Distribution Manager	i.e. The ability to trust whatever process I use
	Customer called and needed material asap. Didn't have the manpower to meet the customer needs. Offered our service to recipient who agreed to pay the delivery charge. Nice to be able to give customers the option.	Goes to Hot Truck and looks at pricing when customer needs something delivered. Either keeps it inhouse or uses Hot Truck if it makes sense operationally.	Uses when customer agrees to pay delivery or when there is an inhouse mistake.		Austin is the Branch Manager.	Goes to our site often when the need arises. Does not like to pay for the charge himself unless it's an internal issue (delivered wrong material, forgot to put order in and material wasn't delivered etc...)

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	i.e. Stressed about trying to reach my sales goals -Sarah Peters, Sales Rep.				i.e. Internal/External	i.e. To sell products in whatever way is possible