

# Logo

## User Personas

The following personas are a work in progress. The missing information will help guide the questions we will attempt to answer by talking with users and non-users. The answers we gather from users and non-users will help us develop these personas further. And in the long run, these personas will help us develop the app. An in-depth understanding of our users will help us determine how to best build our app to satisfy their needs, and solve their problems.

These personas are primarily split into two groups, each containing three types of users. The **motivated** group includes users and non-users who are open to technological innovation. The **unmotivated** group includes users and non-users who are not open to technological innovation. In order to better our app for motivated users, we need to understand what's working and what isn't working. In order to disrupt the industry of unmotivated users, we need to understand what they value and why they are unmotivated.

The three types of motivated and unmotivated users are:

1. Sales Representatives (10% of user base)
2. Distributors/Suppliers (85% of user base)
3. General Contractors & Management (5% of user base)

BIO

As a manufacturing sales representative, Sarah’s biggest priority is selling products from her manufacturing company. She views Hot Truck as another avenue to meet her annual sales goals, and doesn’t understand why there aren’t more apps like it. She’s very open-minded and ready to try new technology.



FRUSTRATIONS

- The lack of construction delivery apps and other new avenues that might help increase her number of sales.

MOTIVATIONS

- To be the highest selling sales representative at her firm at the end of the year.
- Learning new technology that contractors are showing there is a new demand for.

DEMOGRAPHICS

Age53

LocationDenver, CO

CharacterLearner

Hot Truck SkillsBeginner

Tech SkillsAdvanced

VALUES

In-Person Relationships

Doing Things Him-/Herself

Saving Time And Money

Having Options Within Apps

Time Efficiency

Professionalism

Schedules

Driving For Enjoyment



BIO

As a manufacturing sales representative, Ben’s biggest priority is selling products from his manufacturing company. He has heard of Hot Truck but doesn’t trust it yet, plus he has a hard time seeing what’s on his phone’s screen like many other people in his generation.



FRUSTRATIONS

- Although open to the idea of using technology, Ben has a hard time trusting it and doesn’t think contractors would want to use it any-ways.
- His fellow sales reps. who are able to grasp the use of new technology - such as construction delivery apps - and therefore surpass him in number of sales.
- He has a hard time seeing his iPhone screen.

MOTIVATIONS

- To be the highest selling sales representative at his firm at the end of the year.
- Apps with large text that is easy to read, very simple and intuitive screens, software that is very easy to learn, and not too many options to have to read through.

DEMOGRAPHICS

Age	61
Location	Dallas, TX
Character	People Person
Hot Truck Skills	Non-User
Tech Skills	Beginner

VALUES

In-Person Relationships	● ● ● ● ●
Doing Things Him-/Herself	● ● ● ● ○
Saving Time And Money	● ● ● ● ○

Having Options Within Apps	● ○ ○ ○ ○
Time Efficiency	● ● ● ● ○
Professionalism	● ● ● ● ●
Schedules	● ● ● ● ○
Driving For Enjoyment	● ● ● ● ○





BIO

As a distribution manager, Michael got on board with Hot Truck in order to attract more customers by proving another way for them to get their supplies. Michael understands that there is a growing demand for supplies delivery, and loves having another option when days are busy and the distribution center’s trucks are all in use.



FRUSTRATIONS

- When we accidentally mess up a contractors order and they are unhappy and irritated.
- When we are slammed, low-staffed, or our trucks are all in use and a contractor is waiting for a delivery.
- When contractors have unrealistic expectations about how quickly we can get supplies to them.
- Having to go out and deliver an order myself because we are busy.

MOTIVATIONS

- To increase awareness of manufacturer’s brands.
- To send supplies to contractors in a way that aligns with current demands.
- Anything that provides more options to get contractors the supplies they ordered.
- Happy contractors and their management team.

DEMOGRAPHICS

Age 41  
Location Portland, OR  
Character Tech-Saavy  
Hot Truck Skills Advanced  
Tech Skills Expert

VALUES

In-Person Relationships ● ● ● ● ●  
Doing Things Him-/Herself ● ● ○ ○ ○  
Saving Time And Money ● ● ● ● ●

Having Options Within Apps ● ● ● ○ ○  
Time Efficiency ● ● ● ● ●  
Professionalism ● ● ● ● ●  
Schedules ● ● ○ ○ ○  
Driving For Enjoyment ● ○ ○ ○ ○

BIO

As a distribution manager, Howie has been resistant to using Hot Truck. Howie doesn't currently see the demand for it because the contractors he knows prefer to pick up their supplies in person. He also enjoys seeing his contractor customers every morning - a lot of them have become close friends.



FRUSTRATIONS

- All the distributors he works with who are recommending the use of Hot Truck to contractors.
- When his employee's get an order wrong and his customers are upset because of it.
- When delivery drivers show up and are either unprofessional or don't know the routine.

MOTIVATIONS

- Growing his distribution center.
- Having coffee and good conversation with the contractors who come in every morning to pick up their supplies. These guys have become close friends.
- In-person relationships.

DEMOGRAPHICS

Age 56

Location Boise, ID

Character Business Guy

Hot Truck Skills Beginner

Tech Skills Intermediate

VALUES

In-Person Relationships

Doing Things Him-/Herself

Saving Time And Money

Having Options Within Apps

Time Efficiency

Professionalism

Schedules

Driving For Enjoyment





BIO

As a contractor manager, Paul is all about efficiency. He found Hot Truck with the hopes of using it to reduce wasted time sending guys out to go pick up supplies themselves. Being a frugal man, he loves that it saves his firm money in the long run.



FRUSTRATIONS

- In the mornings, Paul’s employees tend to waste time at their distributors, chatting and drinking coffee. He’d prefer this time be used more effectively and efficiently.
- Oftentimes, Paul receives an order from his distributor with missing supplies. It’s a waste of time to have to send a guy back out to pick up the missing supplies, and the distributors aren’t always available to deliver the supplies immediately.

MOTIVATIONS

- Being efficient with his work and his employee’s work and what they spend their time doing.
- New technology that solves problems and saves time and money.
- Getting work done on time and on a schedule.

DEMOGRAPHICS

Age	55
Location	Seattle, WA
Character	Frugal
Hot Truck Skills	Advanced
Tech Skills	Advanced

VALUES

In-Person Relationships	● ● ● ○ ○
Doing Things Him-/Herself	● ● ● ● ○
Saving Time And Money	● ● ● ● ●

Having Options Within Apps	● ● ● ● ●
Time Efficiency	● ● ● ● ●
Professionalism	● ● ● ● ●
Schedules	● ● ● ● ●
Driving For Enjoyment	● ● ● ● ○

BIO

As a contractor, Phil loves doing things the old-fashioned way. He prefers talking in person, building real relationships, and is very resistant to using technology because he doesn't see the need for it. He enjoys driving to pick up supplies partly so he can double-check his order.



FRUSTRATIONS

- Seeing the way everyone is turning to technology these days.
- The way his supervisor is trying to take away his time spent driving to pick up supplies at their distributor. Phil has spent the last 30 years doing things this way and doesn't want anything to change.
- Phil has heard negative things from contractor friends about drivers of these delivery apps being unprofessional when picking up supplies. This only reinforces his desire to pick supplies up himself.

MOTIVATIONS

- Direct human interaction
- Doing things himself
- Getting to chat with the distributor guys in the mornings - some of which have become his close friends.
- Having certainty that an order is correct because he double-checked it in person himself.

DEMOGRAPHICS

Age 67  
Location Spokane, WA  
Character Hands On Guy  
Hot Truck Skills Non-User  
Tech Skills Beginner

VALUES

In-Person Relationships ●●●●●  
Doing Things Him-/Herself ●●●●●  
Saving Time And Money ●●●●○

Having Options Within Apps ●●●●●  
Time Efficiency ●●●○○  
Professionalism ●●●●●  
Schedules ●●●○○  
Driving For Enjoyment ●●●●●