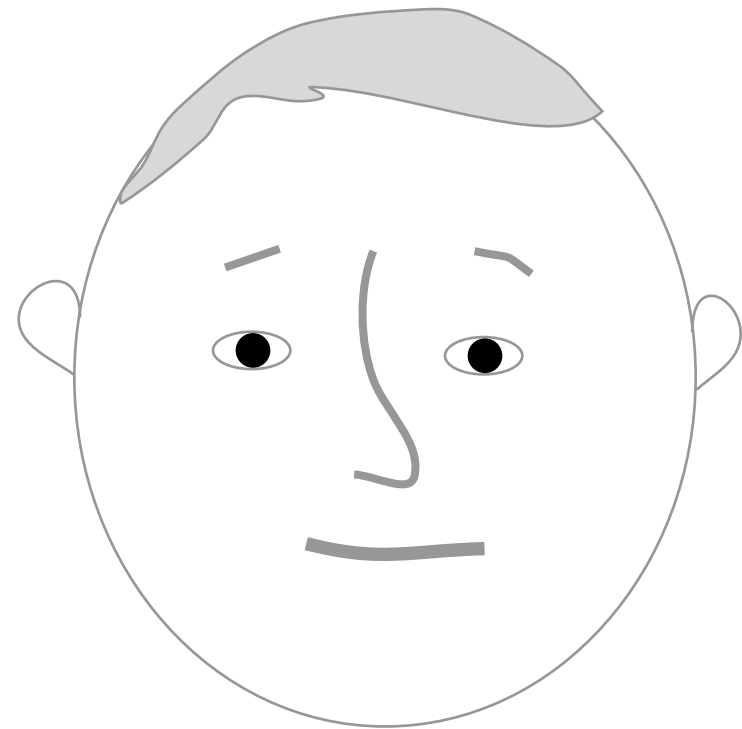


# poma website user personas



## Vice President Victor

### Objectives:

- Generates reports, data, graphs to track big-picture costs, savings, and time
- Receives reports from the general managers
- Needs data to promote they have the best brand in produce

### Cognitive Background

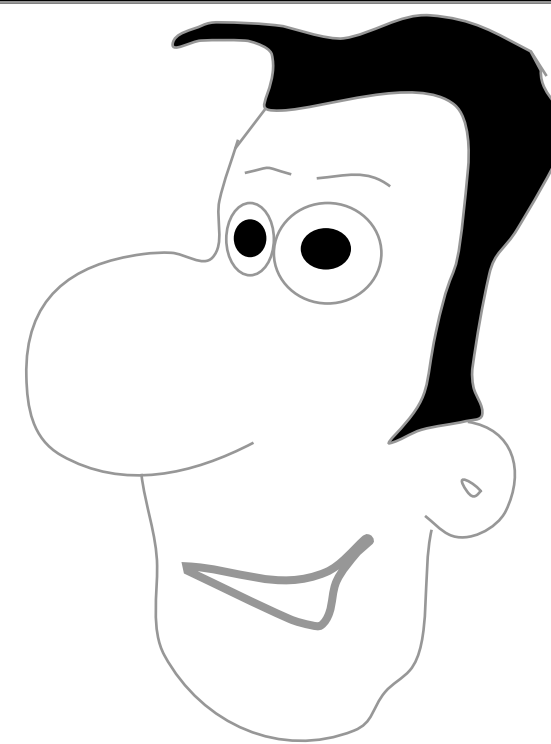
- Familiar with using basic company software
- Familiar with e-mail, web browsing, and intermediate Excel user
- Familiar with forecasting and data modeling

### Responsibilities

- Reports to the CEO
- Travels to various store locations a couple of times per quarter
- Responsible for approving the company-wide vendor contracts
- Reports on profits, losses and quarterly/yearly forecasts

### A Day In The Life

- Victor is located in the home office, but is not out of touch with on-the-ground workings so he visits a couple of stores every quarter. He likes to make his own reports and analyze data. He is fluent in Spanish and makes a killer paella.



## Produce Manager Pete

### Objectives:

- Manage and act upon the produce vendor activities
- Track costs of sold and unsold produce
- Track produce quality from vendors

### Cognitive Background

- Familiar with using basic company software
- Familiar with e-mail, web browsing and possibly Excel
- Familiar with scanning devices and their operation

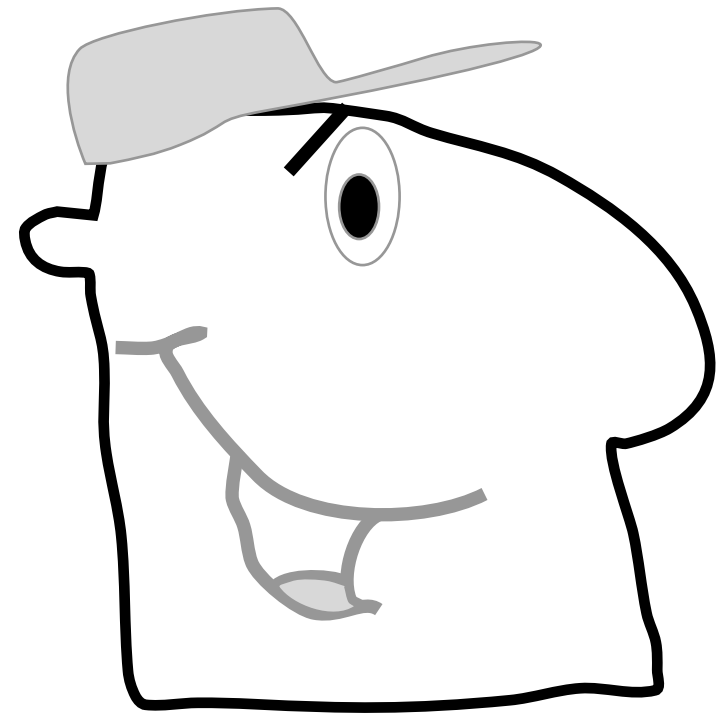
### Responsibilities

- Manage the vendor data and produce quality
- Train employees on produce quality, produce care, etc.
- Manage the produce-employees hours, produce quality, costs
- Send reports to GM and occasionally corporate office

### A Day In The Life

- Pete does a fair amount of walking during the day between the warehouse delivery if there is a vendor issue, the produce at the store and his office in the backroom. He works pretty long hours and his office is pretty cold, so the cold causes more typos in his reports. He loves coffee and plays in a jazz band.

# poma app user personas



## Warehouse William

### Objectives:

- Scan incoming produce from vendors
- Send back produce not up to standard
- Update Produce Manager of warehouse stock

### Cognitive Background

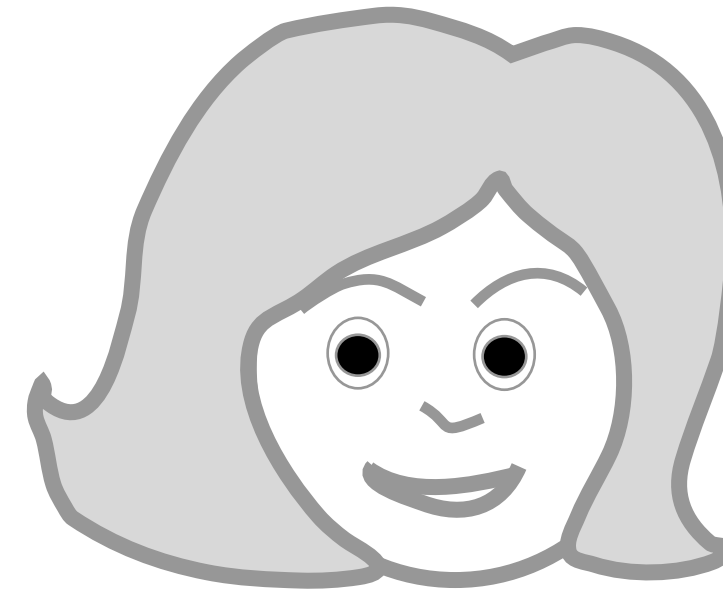
- Familiar with using basic company software
- Familiar with e-mail, web browsing
- Familiar with scanning devices and warehouse heavy equipment

### Responsibilities

- Reports to the GM
- Train employees on warehouse operations
- Responsible for approving vendor shipments & quality control
- Sends reports on employee hours, warehouse stock, vendor issues

### A Day In The Life

— William is an expert in warm-clothing and loves the outdoors. He likes talking to people after he's had his coffee and wishes he could bring his dog to work. His early-morning commute has zero traffic and he wears gloves when operating every device at work.



## Stocker Stephanie

### Objectives:

- Scan incoming produce from warehouse
- Scan produce on the floor
- Scan and toss expired produce

### Cognitive Background

- Familiar with e-mail, web browsing
- Familiar with scanning devices and their operation
- Minimally familiar with company software

### Responsibilities

- Unload incoming produce from warehouse
- Throw out old produce
- Help ensure smooth relations between floor and warehouse employees

### A Day In The Life

— Stephanie takes pride in a clean and orderly display on the store floor. Her shifts vary. She acts as a secondary quality-control if something doesn't look right when she unloads it. Every couple of years she volunteers to raise a puppy for seeing-eye training school.