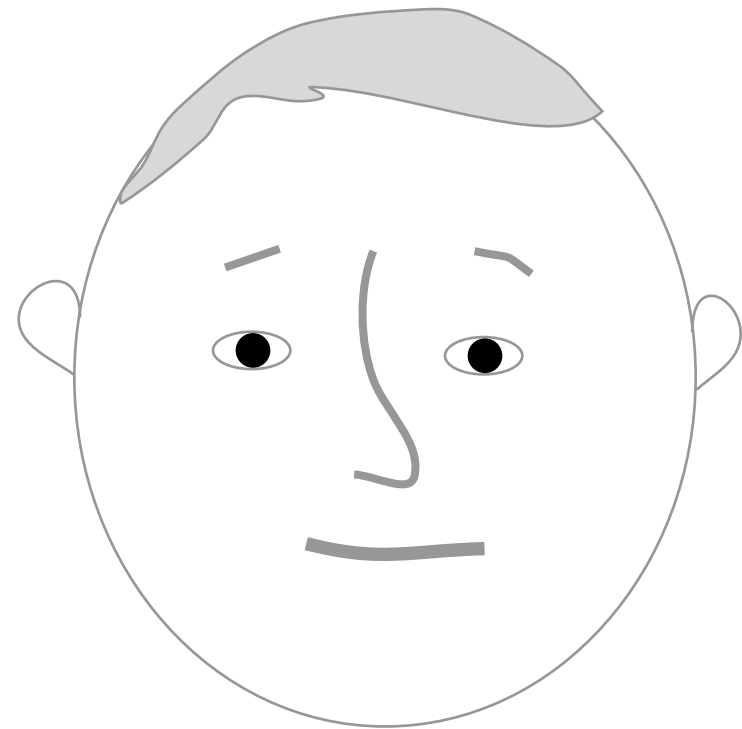


poma website user personas



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

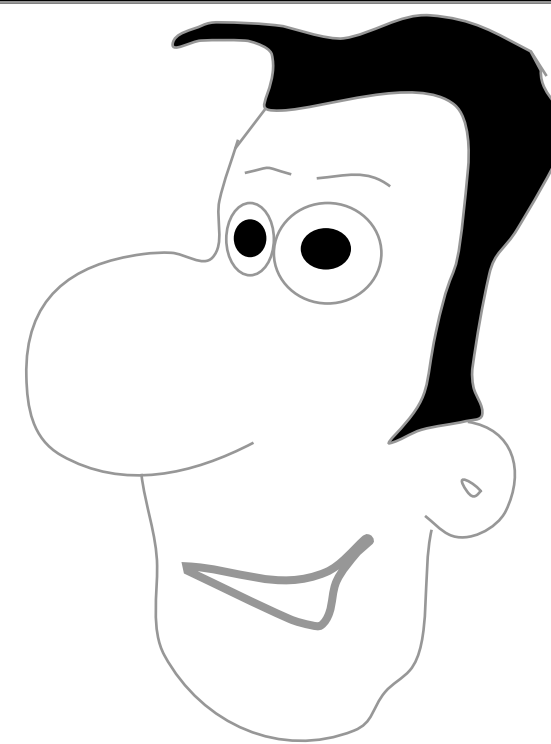
- Familiar with using basic company software
- Familiar with e-mail, web browsing, and intermediate Excel user
- Familiar with forecasting and data modeling

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

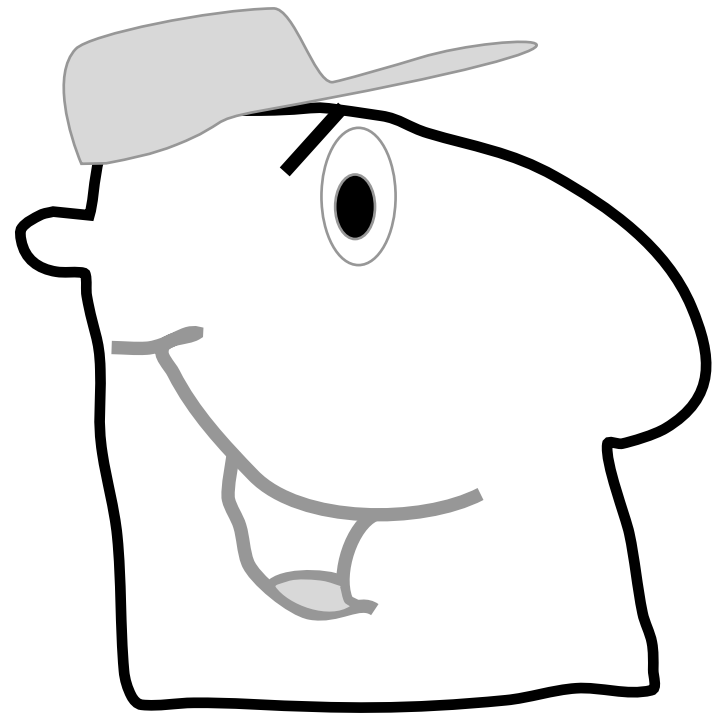
Responsibilities

- 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

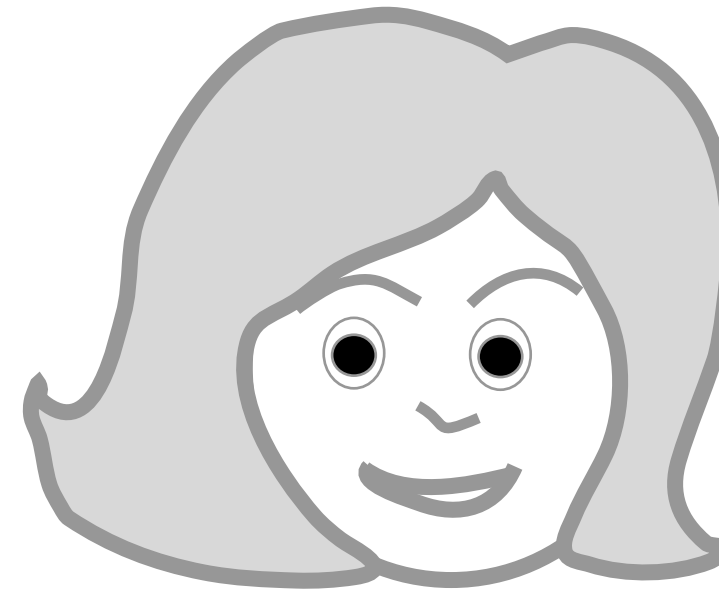
- Familiar with using basic company software
- Familiar with e-mail, web browsing
- Familiar with scanning devices and warehouse heavy equipment

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 is a has zero traffic and 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.