

Name

Role

“Quote...”

Photo

Goals

- I. List this person's key goals. What do they want to happen? What do they want to get done? If this is a product targeting professionals, list their job roles

A day-in-the-life

- Describe a day-in-the-life of this person, related to your product area

A good day



What's a good day for this person? Find the emotions...

A bad day



What's a bad day for this person? Find the emotions...

Role in the purchase process

- Describe the role of this person in the purchase process

Engagement triggers

- Describe what triggers a person to consider your product category? What gets them to start researching and thinking about your product area?

Juliet

Compliance and safety manager at a major trucking company

“There is nothing more important to us than the safety of our drivers, and the safety of all the other people on the roads around our trucks.”



Photo by Christina @ wocintechchat.com on Unsplash

Job goals

1. Keep all the drivers in her company safe and get them home to their families. No collisions, no injuries to drivers or the public
2. Avoid company fines for compliance violations
3. Keep the company's Compliance, Safety, and Accountability (CSA) score healthy, to ensure access to government contracts

A day-in-the-life

- Reviews driving incident videos, together with her staff. Looks at compliance dashboards of yesterday's driving logs. Seeks out drivers that are doing exceptionally well and notes any drivers with minor (or major) compliance violations
- For drivers with excellent records, Juliet and her staff contact the driver with compliments, and monthly rewards
- For videos showing unsafe driving, or driving logs showing a pattern of compliance violations, Juliet and her staff contact the driver, share the videos or noncompliant driving logs, and coach the driver for safer behavior

A good day



No safety violations and few compliance violations. A day without surprises.

A bad day



A collision in Montana. A set of drivers in North Carolina who are cheating on their driving logs. CSA score takes a hit. Company gets fined.

Role in the purchase process

For video safety, electronic logging devices, and compliance monitoring

- Juliet leads the evaluation team for solutions and makes recommendations to the company's executive team

Engagement triggers

What prompts Juliet to research and consider new safety and compliance solutions?

- Purchase of new trucks, with the opportunity to add existing solutions or switch vendors
- Change in regulations, prompting a re-evaluation of current safety and compliance solutions