

Mike Truk



PERSONA
PHOTO

QUOTATION

“If I had some sort of wrist doohickey that I could use to discretely text and scroll while I carry out my deliveries, it would make my job way less boring”

NAME

Mike Truk

AGE

32

GENDER

Male

LOCATION

Hamilton, New Zealand

OCCUPATION

Transporter of Goods

JOB TITLE

Truck Driver

HIGHEST LEVEL OF EDUCATION

High School

ANNUAL INCOME

GOALS AND MOTIVATIONS

- To grow a reputation of being fast and reliable
- To buy the ultimate euro truck simulator 2 gaming setup
- To obtain a smartwatch (i)

FRUSTRATIONS

- Boredom during long and strenuous deliveries
- Losing phone due to shallow pockets
- Doesn't have a smartwatch

CHALLENGES AND OBSTACLES

- Extreme boredom on long routes
- Load height greater than bridge clearance
- Idiots on the road

SOURCES OF INFORMATION

BOOKS

BLOGS

CONFERENCES

The Official Truckers Podcast

EXPERTS

MAGAZINES

WEBSITES

