



"TO ME, BUSINESS ISN'T ABOUT WEARING SUITS OR PLEASING STOCKHOLDERS. IT'S ABOUT BEING TRUE TO YOURSELF, YOUR IDEAS AND FOCUSING ON THE ESSENTIALS."

# MARY DEDRICK

CEO at Vehicles

## DEMOGRAPHICS

Age: [52](#)

Education: [Management](#)

Location: [Sweden](#)

Social Networks: [LinkedIn](#),  
[Instagram](#)

## User Goals/Needs

- Quick access to vehicles list
- Access to vehicles status continuously
- Multi-language platform

## Motivations

- Wants to organize client's data
- Improve communications with multi-national clients
- Promotes vehicles brand
- Expanding her company

## Challenges

- Time consuming for updating vehicles status manually (by calling on the phone)
- Vehicles disconnections are costly
- Miscommunication for foreign clients

## Ideal Experience/Must Have

- View vehicle list
- Ability to filter vehicles status
- Ability to filter vehicles customers
- View latest connection status
- Translating data to Swedish and English
- Promote Vehicles via social media
- Promote Vehicles via Newsletter subscription