

Josef

age: 61

residence: Venlo

education: Lower level of education

occupation: Truck driver

marital status: Married



I like trucks

Truck driver for over 30 years living in Venlo. Misses his family often

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Ease of use

Direct information

Needs

- Information about the dock
- Parking information
-

Values

- Punctuality
- Good parking situations

Wants

- Fast travel and (un)-loading of goods
- No damages to truck and trailer

Fears

- Fears are the things that keep him or her up at night
- This might be something like failure
- But might also have to do with real fear