User Personas for ShiftHub

Restaurant Owner Rick

"It seems like these youngsters are never available to work. How am I supposed to keep track of their limited availability?"

Background:

- Restaurant manager
- High school diploma
- Approaching retirement
- Married, no children

Demographics:

- Male, 55 years old
- Household income of $78,690 a year
- Lives in a small house in a quiet neighborhood

Identifiers:

- Lives to work
- Does not believe in the idea of a life outside of work
- Uses Windows XP and Internet Explorer on an old laptop

Tasks

- Simple: Harold wants to schedule staff quickly and easily
- Complex: Harold wants to store information about employee availability and use it to prevent scheduling employees on their day off

Nurse Nadine

"I hate having to call in to confirm my schedule. Why can't I just look it up on my phone?"

Background:

- Registered nurse
- Associate's degree in nursing
- In a relationship

Demographics:

- Female, 27 years old
- Single income of $68,450 per year
- Lives in a one-bedroom apartment in a densely-populated city

Identifiers:

- Has an extremely busy busy lifestyle
- Embraces the latest technological innovations
- Uses a smartphone for everything, but does not enjoy making phone calls

Tasks

- Simple: Nadine wants to be able to check her schedule from her phone
- Complex: Nadine wants to view her schedule well in advance so that she can plan her life outside of work accordingly

Warehouser Worker Wade

"I hate having to contact my supervisor every time I want to pick up overtime. Why can't I just schedule myself?"

Background:

- Warehouse worker
- High school diploma
- Married with two children, ages 3 and 5

Demographics:

- Male, 32 years old
- Household income of $31,200 per year
- Lives in a rancher-style dwelling in the suburbs

Identifiers:

- Workaholic
- Loves to pick up overtime
- Dislikes interacting with his supervisor

Tasks

- Simple: Wade wants to see what open shifts are available so that he can pick up overtime
- Complex: Wade wants to pick up shifts without having to contact a supervisor or administrator with the ability to schedule him for shifts

Grocery Manager Gerald

"Scheduling employees should not take this much time. Excel sheets aren't cutting it. I need to find a better solution."

Background:

- Grocery store manager
- Bachelor's degree in business administration
- Single, no children

Demographics:

- Male, 30 years old
- Income of $45,000 a year
- Lives in a townhouse in the suburbs

Identifiers:

- Extremely impatient
- Dislikes repetitive tasks
- Is often forced to work overtime to cover open positions

Tasks

- Simple: Mark wants to create schedules without having to repeatedly point, click, copy/paste, etc. in Excel sheets
- Complex: Mark wants to build schedules out far in advance based on employee availability, so that he already knows everyone's schedules before approving time off requests or hiring new employees