



# Missy

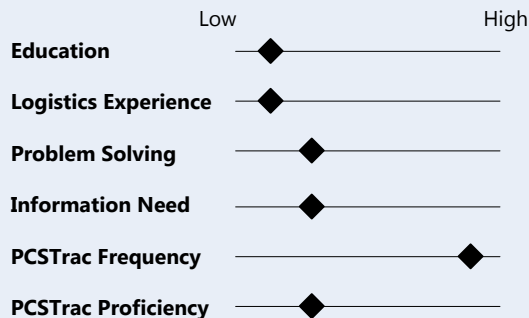
## Reliable Worker

**“I’m not really sure how this all works. I just know my manager told me to do it this way, so that’s the way I do it.”**

### Administrative Clerk

- 24 year old woman
- Highest Education, GED
- 2 years at current job
- 1<sup>st</sup> job in logistics, last job at a bank
- Frequent, surface level technology user; Facebook, texting, email
- Basic MSOffice document creation
- More familiar with Web and mobile use than business systems

### Attributes



Missy is a single mother working full time. While she wants to do a good job (and stay employed) she has outside interests and sees work as a 9-5 obligation needed to pay the bills. Missy has little to no transportation experience. She started her current job two years ago, and before that she was a teller at a local bank. Missy is agreeable and easy to work with, believing that being a “good employee” means clocking time and following instructions—which she does to the letter.

Missy has become very confident with the specific tasks in PCSTrac she has been trained on, and uses every day. However, she is aware she doesn’t know all the inner-workings of the system. Because of this, Missy will follow the process she was shown even if it doesn’t seem to make sense. Sometimes this leads to her making the same mistake over and over, particularly if there is a common exception to the main procedure she is used to following.

### Challenges

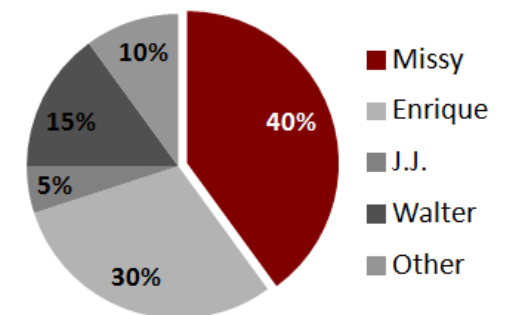
- Lacks insight—and to a lesser degree an interest—in to the “Whys” of operations
- Unlikely to self-train, low problem solving and exploration interest
- Narrow comfort zone, low risk tolerance

### Needs

- Clear and consistent steps for key processes
- Exceptions easier to identify and resolve
- Guiding confirmation and error messages
- Learning logistics terms and high level operational workflows

**“Wait. That didn’t work like it usually does. Did I do something wrong? Let me back up and try again.”**

% PCSTrac Users Similar to Missy





# Enrique

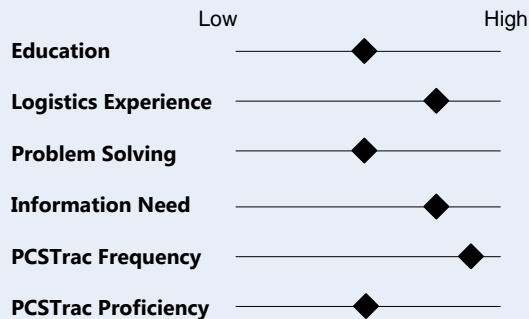
## Aspiring Leader

**“I’m the PCSTrac expert at my job. I have to train people, so I created my own training manual.”**

### Shift Supervisor

- 36 year old man
- High school with some college
- Native Spanish speaker, ESL
- 3 years at current job, 7 in logistics
- Considers himself a “Tech Geek” since he buys and uses the latest devices at home; iPad, iPhone, etc
- Comfortable with computers. Has used a range of business systems

### Attributes



Enrique is happy to be back in logistics after he had been laid off and out of work a few years ago due to downsizing. He is keen to show that he is a valuable worker who can “get the job done”, which he does. He is smart with a strong work ethic, but his significant workload combined with a tendency to gloss over details means that sometimes Enrique gets in over his head when problems arise. Though quick to pick up new skills, Enrique is not a natural problem solver, opting for whichever choice seems to be the lowest immediate risk. He tends to handle problems tactically; pushing issues down the line for expediency.

While Enrique is very confident in his knowledge of PCSTrac, in reality, his understanding is mostly surface and he has many misconceptions about the program and its underlying business processes. He is constantly “on the go” at work and so lacks the time and focus necessary to learn PCSTrac in any greater depth or to consider the broader impact of certain decisions.

### Challenges

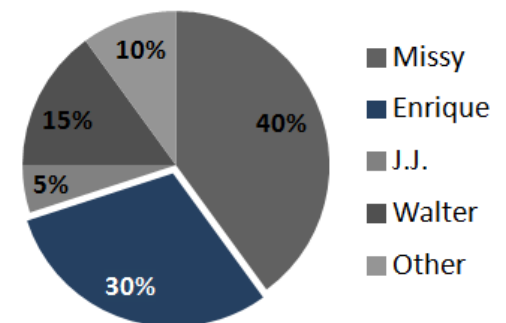
- “Hyper” with limited time and focus
- Overconfident, thinks he knows more than he does – Fills in knowledge gaps with assumptions
- Minimal training, learned on the job

### Needs

- Better insight into broader operational workflows and business process
- Consistent unambiguous language & labels
- Intuitive screens for key tasks that support non-focused use while multi-tasking
- Support for making more strategic decisions

**“I only want to see what I need. I don’t have a lot of time to look around when there other things to be done.”**

% PCSTrac Users Similar to Enrique





# J.J. (James Jr.)

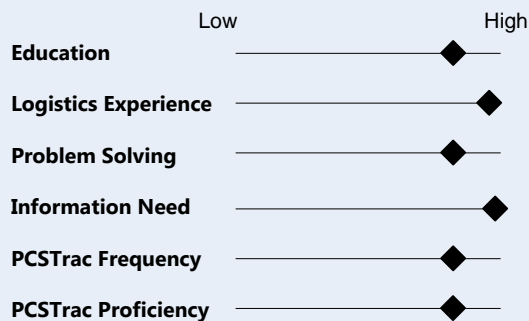
## High Performer

“PCSTrac is good because, legally, we can track cartons as they come to us. We’re able to track from beginning to end.”

### Operations Manager

- 43 year old man
- BA in Business Administration
- Knows his business very well
- 20 years at current job not including when he worked at a warehouse part time through college
- Well versed in computers and software programs.
- Super user, “Data Junkie”

### Attributes



J.J. has been in transportation logistics his entire career. Working at a local warehouse summers and weekends through college, J.J. easily found a shift supervisor position soon after graduation. Today, as Operations Manager, he runs most of the day to day operations for a large terminal. J.J. is a smart and intuitive problem solver with a keen sense of the “big picture”. He has hands on knowledge of all facets of the business. Though constantly busy, he can get trapped “in the weeds” sometimes due to his natural interest in knowing the details.

J.J.’s use and understanding of PCSTrac is at the top of the competence scale and he loves that he can drill into data and trouble-shoot where needed. He knows how to adapt PCSTrac for the changing needs of his operation, getting a bit creative at times. However, his other obligations make PCSTrac a small piece of the puzzle. While he sees PCSTrac as a value to his business, he has limited time to consider re-customizing and re-training his staff if the system changes.

### Challenges

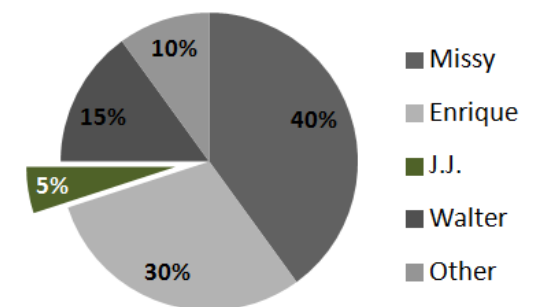
- Relatively high familiarity and investment in current PCSTrac system
- Always too busy, difficult to “pin down” for focused conversation
- Creative “off label” use of PCSTrac can lead to unforeseen problems

### Needs

- Understand the value of changes to PCSTrac to his business
- Clear and trustworthy performance reporting
- Ability to see snapshot overview and various levels of detail
- Tools that help staff, support for industry high turnover

“What I use the system for is different than my staff. It’d be nice to have an overview screen for managers.”

% PCSTrac Users Similar to J.J.





# Walter

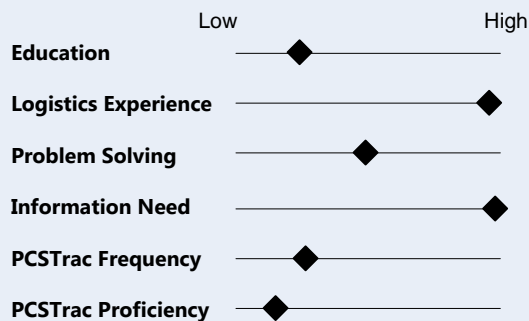
## Old School Veteran

“Computers are good for some things, but I still like to keep things on paper, that way I know where it is when I need it.”

### Operations Manager

- 56 year old man
- High school graduate
- Vast experience in transportation
- Over 30 years in logistics, 18 at his current job
- Computer phobic, limited computer or Web skills. Owns a smart phone, uses it for calls only
- Little to no knowledge of PCSTrac

### Attributes



Walter is an old pro in logistics, he's been around long before computers entered the scene and still isn't fully sold on the need for change. (*Hey, the old way worked didn't it?*) Over the years, Walter has developed such a deep knowledge of his field that the addition of these "new" technologies put him out of his comfort zone. He prefers to stick with the methods he considers "proven" and where he feels most competent.

While Walter is intimidated by technology, he concedes that it is a necessary burden for remaining competitive and pleasing his clients. He tends to rely on his paper process first, entering information into the computer simply as a requirement. Walter gets very frustrated with the systems he uses, including PCSTrac. He lacks insight into what computers can and cannot do, and so views most problems he has with a system as a "stupid software" issue.

### Challenges

- Little patience or interest in learning needed steps, tends to skip through
- Feels justified in not knowing the system due to his domain expertise
- Lacks trust in system data or processes

### Needs

- Clear and consistent steps for key processes
- Paradigms that better connect to his proven paper processes
- Small, easy "wins" that show the value of the system and build trust
- Language that respects his expertise

“If this was such a good system it would know what I was trying to do.”

% PCSTrac Users Similar to Walter

