

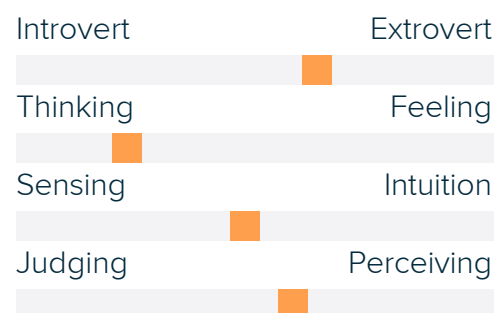
# Jane Miller



"Fast same-day delivery it's essential to me and our company"

**Age:** 36  
**Work:** Account Executive  
**Family:** Married  
**Location:** San Francisco, CA

## Personality



Organized

Hard-working

Time efficient

## Goals

- To work with a company who does same day mail deliveries.
- To be able to easily place mail orders and approve requests
- To be able to easily manage deliveries, track status and manage billing and cost

## Frustrations

- Inconsistency and hidden options through mail delivery company's website.
- Mail delivery platform prevents her from placing mail orders and approve requests in timely manner.

## Bio

Jane lives and works in San Francisco. She is an account manager for a large enterprise company. As an account executive she wants to work with a mail delivery company, who offers same-day mail deliveries to enterprises. She wants to be able to easily place orders, approve requests, manage deliveries, track status and manage billing and cost. Jane wants to fulfill her tasks online, intuitively and in a timely manner.

## Motivation

Prestige

Successful customers relationships

Power & Success

## Brands & Influencers



## Preferred Channels

Traditional Ads

Online & Social Media

Referral

Television

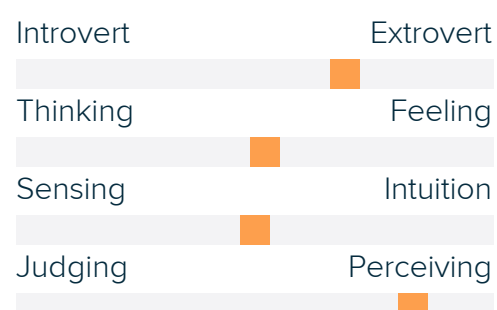
# Johnny Wilson



"On time service delivery is very important for me and my customers and a platform which can enable that is essential"

**Age:** 32  
**Work:** Delivery Manager  
**Family:** Married, 2 kids  
**Location:** San Francisco, CA

## Personality



Organized

Friendly

Customer-Oriented

## Goals

- Being able to access customer placed orders through the company platform.
- Being able to coordinate and assign work to scheduling managers and delivery drivers
- Have good relationships with enterprise customers and achieve customer satisfaction

## Frustrations

- If he can't find his customers' placed orders.
- Hard to navigate online platform, unclear IA
- Unsatisfied customers with his work and SpedEx's services overall

## Bio

Johnny lives and works in San Francisco. He works as a Delivery Manager for SpedEx Inc. He manages several customers accounts and is responsible for organizing end to end their mail delivery. He wants to have an easy online platform, where he can promptly find customer's placed orders. Johnny wants to be able to find information quickly and assign tasks to scheduling managers and delivery drivers. He aims to achieve customer satisfaction through his work and SpedEx's mail delivery platform.

## Motivation

Incentive

Customers Satisfaction

Growth

Power