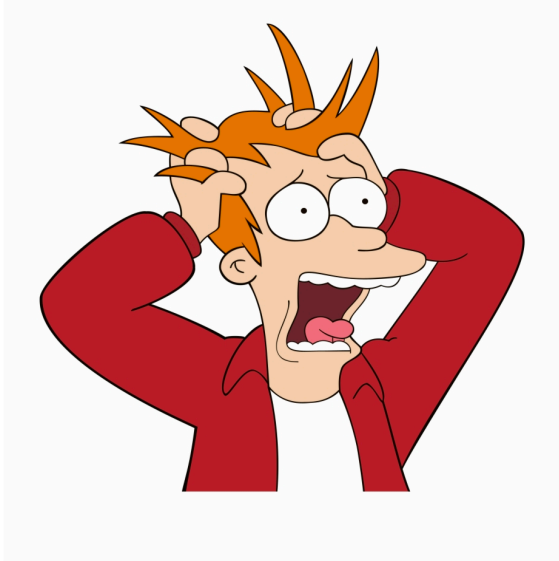


Fire Fight Frank

“Everyday is a fire fight. I am always time pressed from the get go.”



John Smith

Powerplant Engineer

External

Motivations

Client loses money every minute a plane is grounded

Wanting control of the situation

His stress

Portals/Widgets

“Uses just about every digital product”

Goals

Keep the planes flying

Get all of the info he needs FAST

Not waste his time

Other Products

Tableau

CSV

Excel

Fire Fight Frank



Pain Point



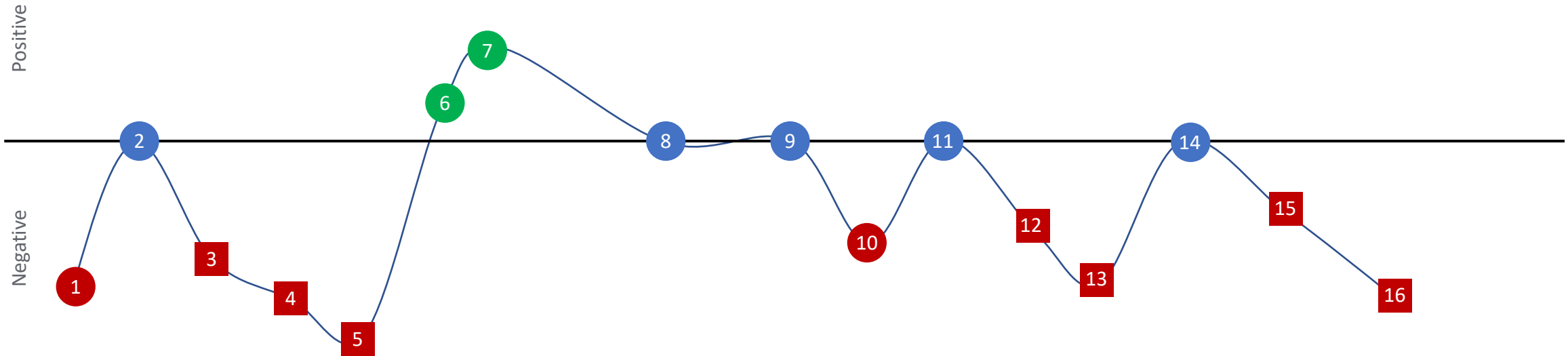
Negative



Positive



Neutral



1 Wakes up to a 3 am phone call from the Tarmac asking for an important document

2 Logs on to his computer

3 Logs on to Flight Track — has to wait awhile

4 Goes to fill out a form and has trouble finding the right one

5 Goes to fill out the form, but doesn't have all of the info so has to go look for more and come back (time consuming)

6 Finishes the form and sends it off

7 Gets to go back to bed

8 Wakes up

9 Goes to the grocery store

10 Gets a call at the grocery store

11 Gets to the computer

12 Logs on to Flight Track — has to wait awhile

13 Has trouble finding the right form again

14 Fills out the form

15 Can't submit the form because of an unknown error

16 Can't figure out how to submit this form so has to submit a incorrect form to try to find the info in a timely manner — it's already taking too long

Fire Fight Frank

Task

Pain Point

Product 1

The search functionality in Flight Track is a lot worse than other software he uses

Data Sharing is bad — super slow process

“I’ll be frank, I want high level data”

Sub Product

Fill out forms at least once a week

Downloads overnight data

“I need to get info ideally in 30-40 mins but normally it takes 2-3 times that”

Has to download and flip multiple pieces of data a day

Product 2

Fill out forms at least once a week in both product 1 and 2

Product 3

Sub Product

Flips the data he downloads and does diagnostic things with it