



LOGICHAINGE-RESEARCH

PERSONA – USER STORY - MOSCOW

INTRODUCTION

PERSONA, USER STORY & MoSCoW

In this document we present the Persona with the User Story and MoSCoW plan linked to them, which derived from the analysis of the research conducted through the first phase of this project. Our MoSCoW plan is not only derived from our extensive research, but also from the Persona and their User story, being this last element the one directly linked to it as you can see.

Given the numerous elements, names and processes involved in the Groupage transport system, we decided to limit the number of personas and user stories to one in order to help us focus in the key components, the necessities of the user and what was lacking in the industry. The Persona helped us understand what the user needs, what challenges they might face in this particular line of transportation and how this could affect our own tool. The User Story allowed us to map this user necessities and streamline a base for our platform in order to set the most important elements to focus on and improve from the ground up.

PERSONA



Sara Sanders

Logistics Professional/Consolidator

DEMOGRAPHICS

Gender: Female
Age: 36
Company: XYZ Logistics
Position: Consolidator

TECH

Internet: ★★★★★
Socials: ★★★★★
Email: ★★★★★
Logistics software: ★★★★★

THE SUBJECT

Sarah has been working in the logistics industry for over 10 years. She is experienced in managing multiple shipments and ensuring timely deliveries for their customers. However, they have been facing challenges in manually assigning shipments to linehails and dealing with various processes followed by different logistics providers.

GOALS

- ★ Improve customer satisfaction by providing faster order entry.
- ★ Reduce manual labor and administrative burdens.
- ★ Improve customer satisfaction by providing faster order entry.
- ★ Streamline the groupage management process.

CHALLENGES

- ☹ Ensuring a smooth transition from manual processes to an automated system
- ☹ Managing potential data inconsistencies and errors during the automation process
- ☹ Adapting to different client requirements and workflows.
- ☹ Ensuring seamless integration of the Groupage TMS module with existing logistics software.

USER STORY

USER STORY	PRIORITY
The user can choose to go for groupage or for FTL after the order entry	M
The user can see a page with available line hauls for the country detected in the order	M
If there are no line hauls, the user is advised to contact another company for delivery of the order or add a new line haul schedule	S
The user can see the truck information – available space, time of departure, how much is the full size of the truck	M
The user can add the order to the truck	M
The system automatically adds the order to the next available truck if there not enough space in the current one	M
The user can remove the order from the truck if it was previously added	M
The user can confirm the placement of order	M
The system updates the availability of the truck when order is confirmed	M
The user can see a confirmation message that the order has been successfully added to the truck	M
The user can see how much time it took them to complete the order	S
The user can add a line haul schedule for specific country where they can also specify the size of the trucks	M
The user can modify specific line haul	M
The system sends information to the TMS system about order and line haul it was added to	M

***M** – MUST HAVE; **S** – SHOULD HAVE