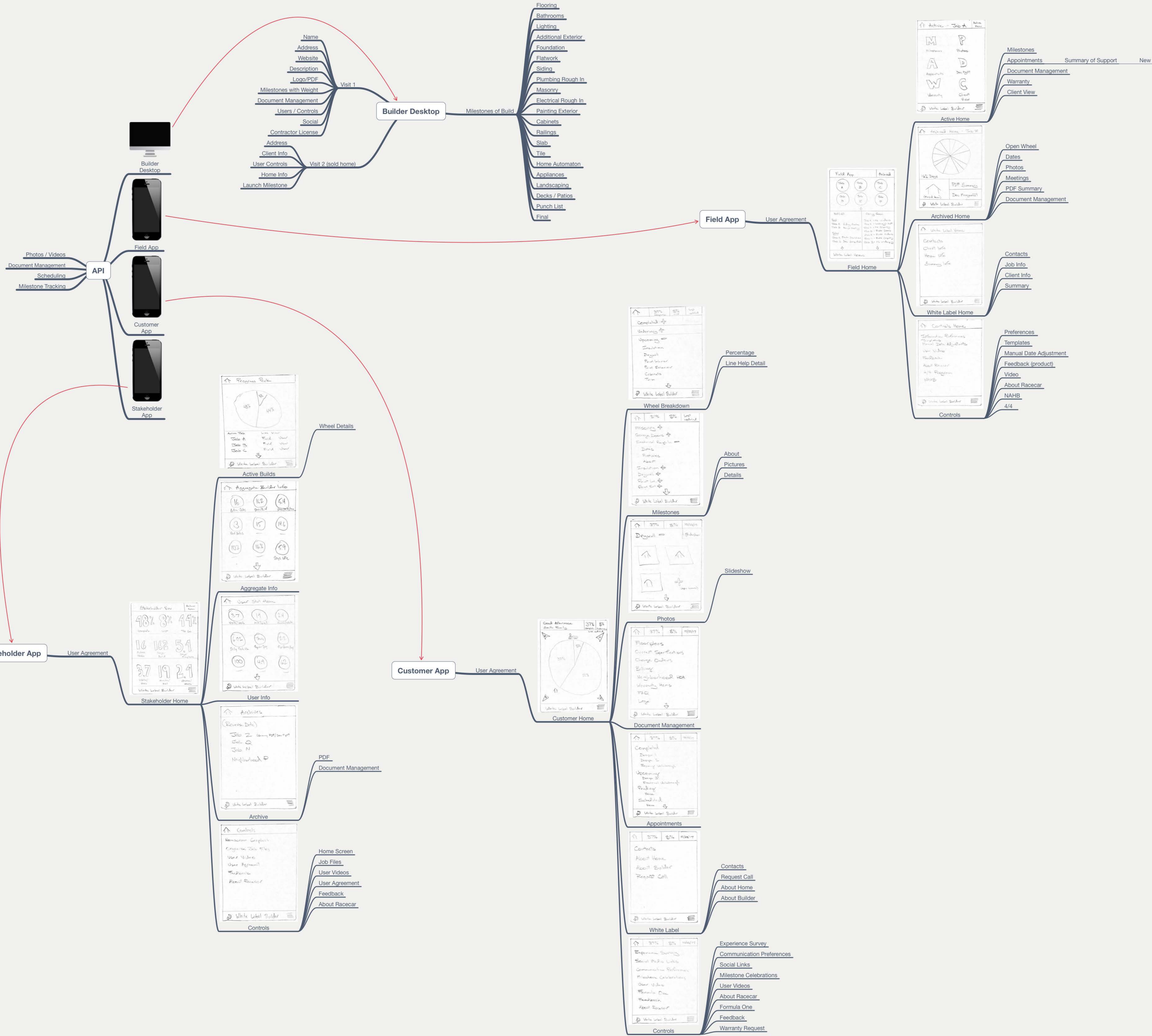
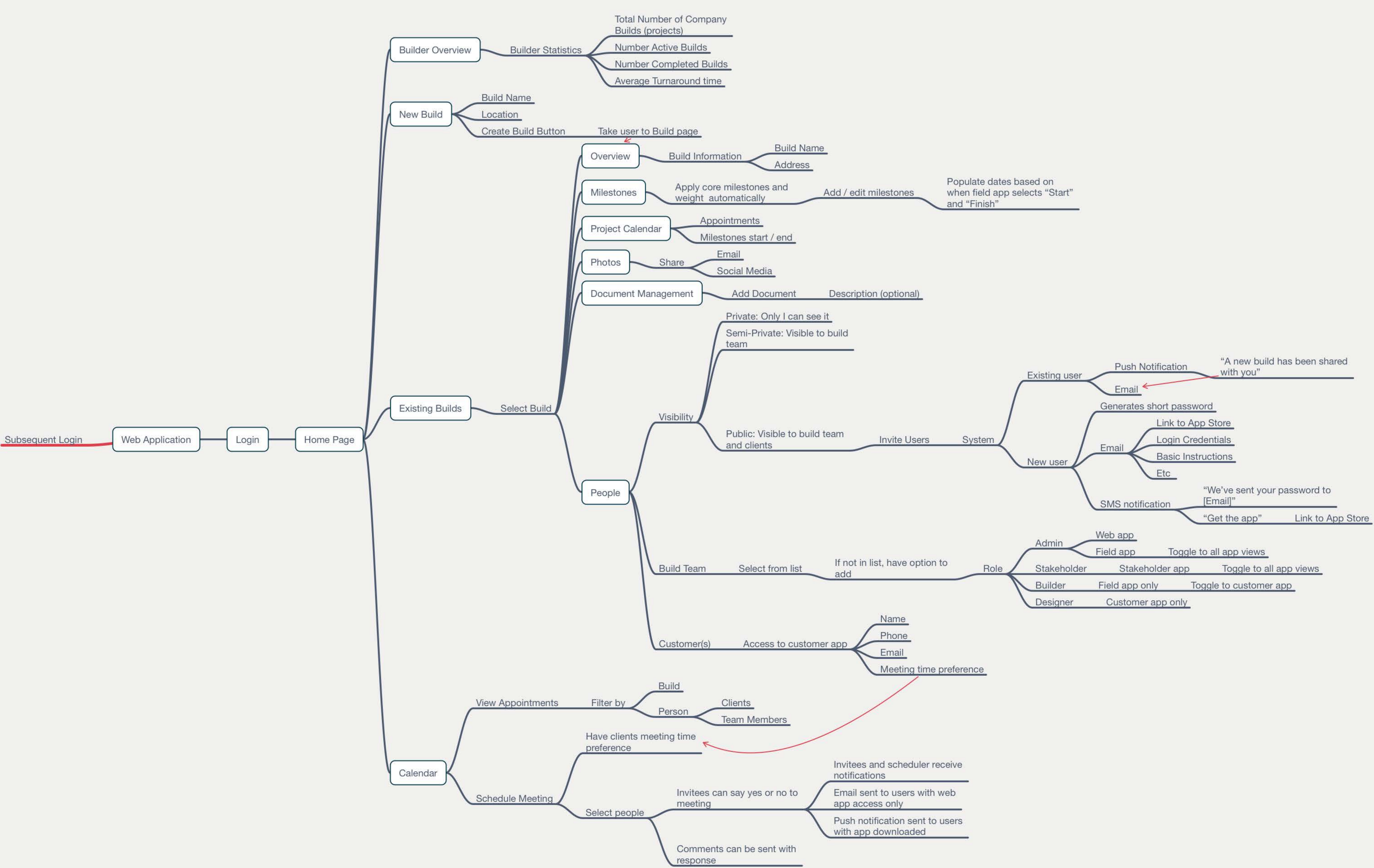
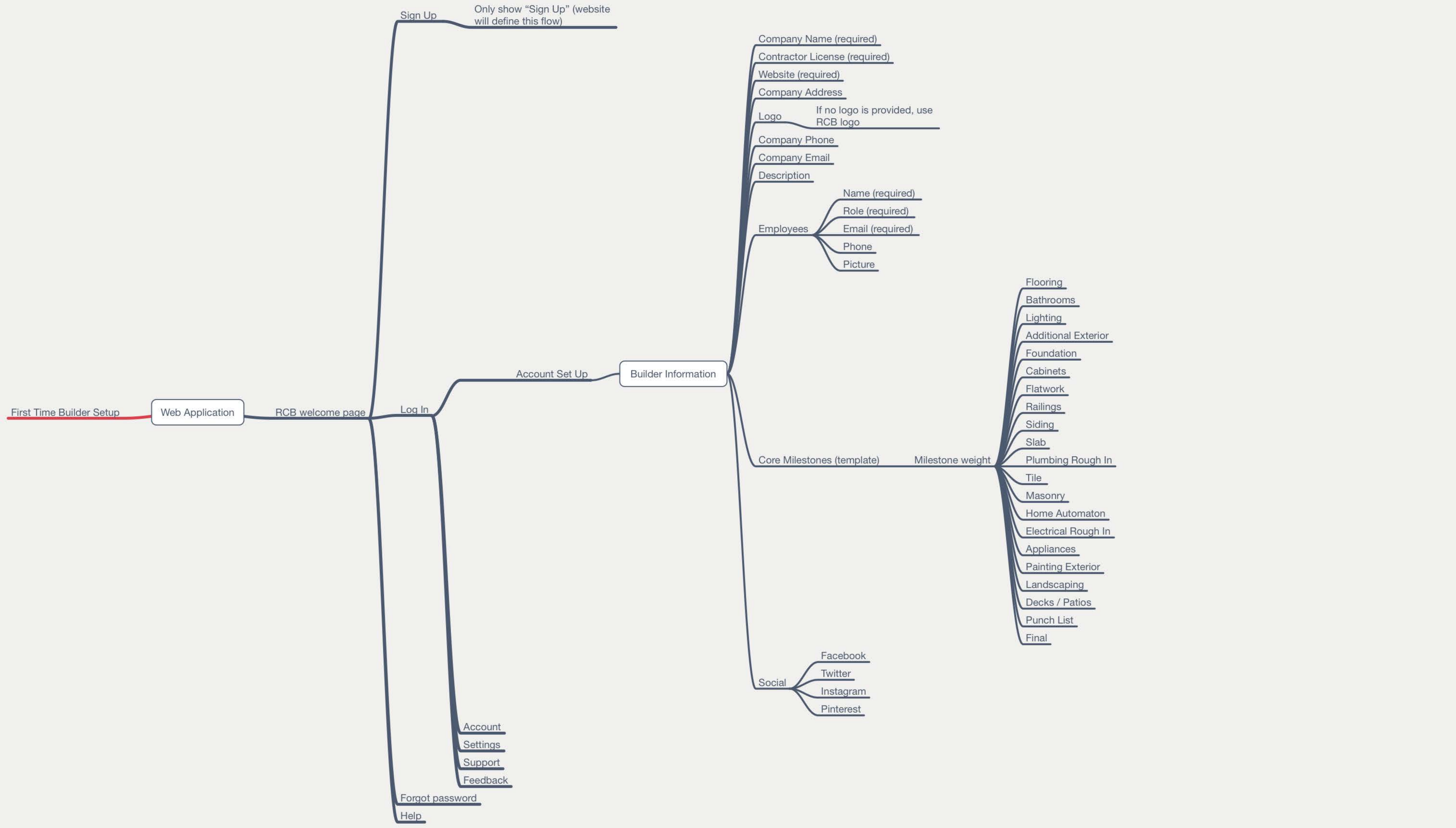




**RACECAR**  
BUILD

Flows and Personas





# MARK DAVIS

USER PERSONA

**AGE** 34

**OCCUPATION** BUILDER (PRODUCTION)

**HOBBIES** SPORTS, GYM, DOGS



## GOALS

- Access information on the go
- Thoughtful and intuitive application
- Scale across construction operations
- Tasks must be relative to everyday realities
- New builds must be frictionless and intuitive

## FRUSTRATIONS

- Scheduling
- Lack of time
- Customer management
- Works quickly then waits on customers

## BRANDS

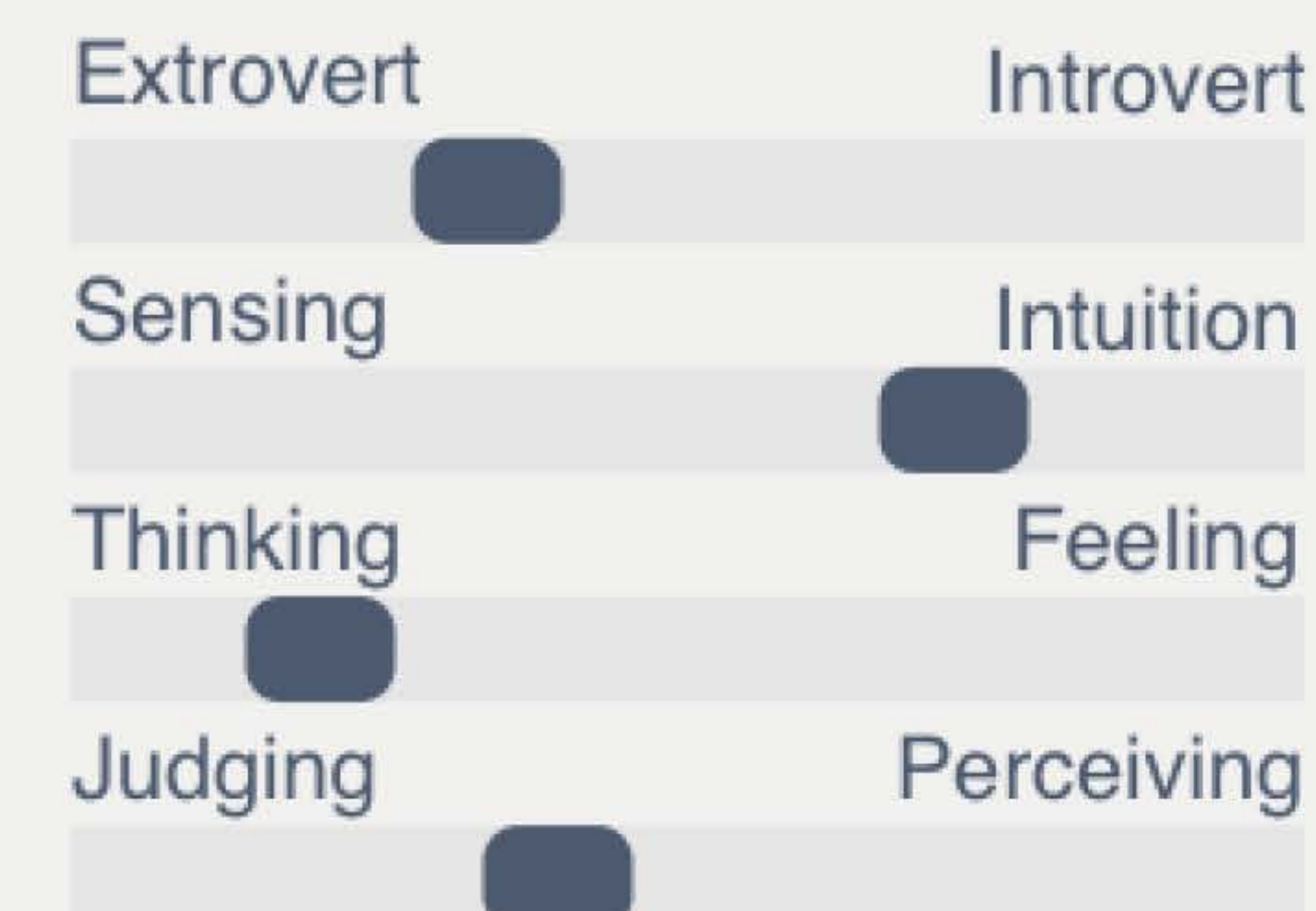


## BIO

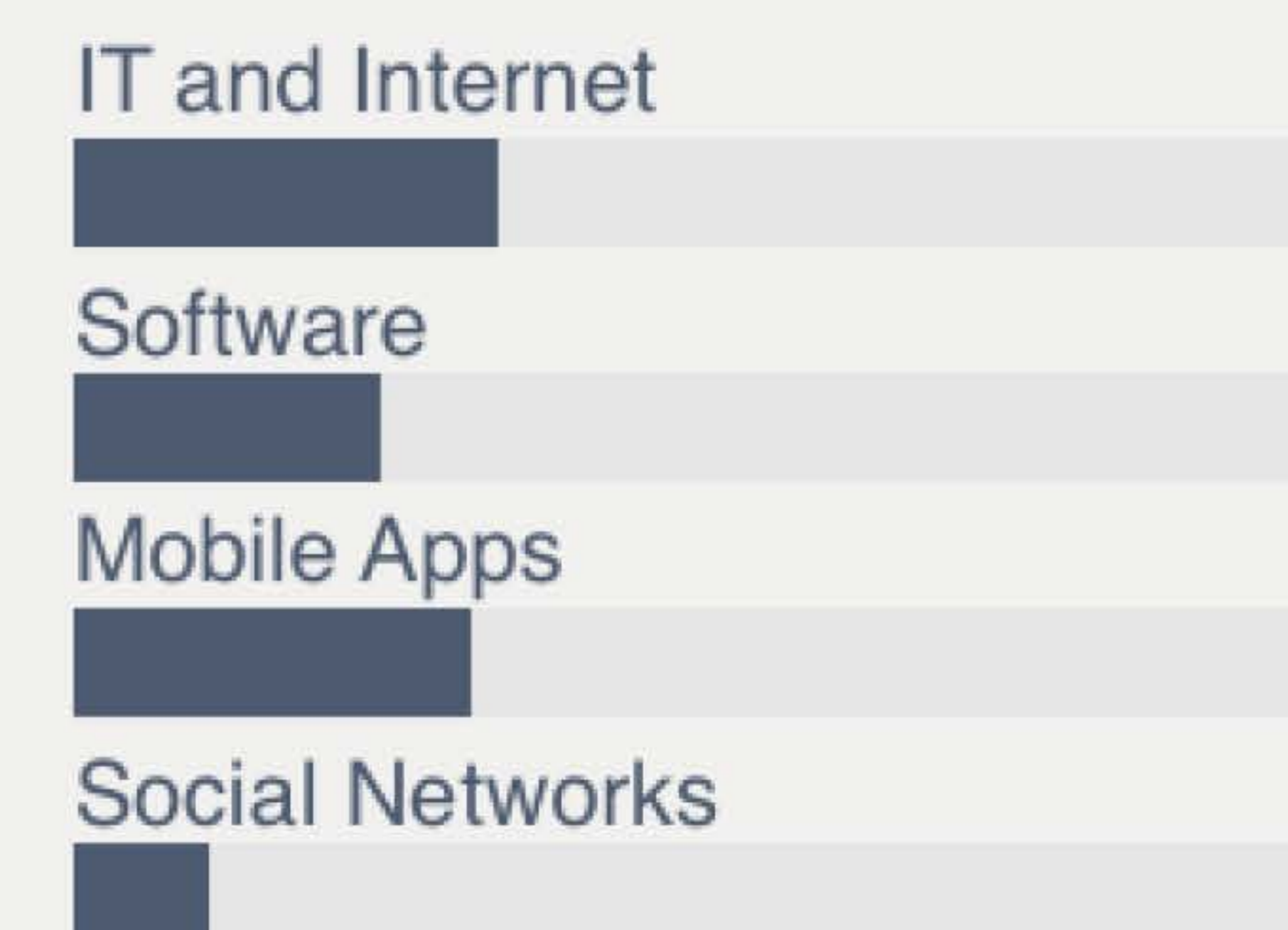
Mark is an outgoing, forward-thinking guy. He's studying for a Bachelor's of Science in Civil Engineering. Mark has been working across all facets of construction. Having started his apprenticeship a few years back, Mark is looking for new ways to get out ahead of his peers and improve on-site management.

*"Safety is always first. I do my best to keep my managers informed"*

## PERSONALITY



## TECHNOLOGY



## MOTIVATIONS



# JORDAN LEWIS

USER PERSONA

**AGE** 65

**OCCUPATION** STAKEHOLDER

**HOBBIES** STOCKS, POKER, GOLF

## GOALS

- Build future investment strategies
- Quickly be alerted of any pending issues
- Be in contact with the build team and customers
- From a remote location know how everything is going
- Understand the larger goals and realities of organization

## FRUSTRATIONS

- Going over budget
- Builds taking too long
- Not being in the loop about everything
- Not having an accurate snapshot of where everything is

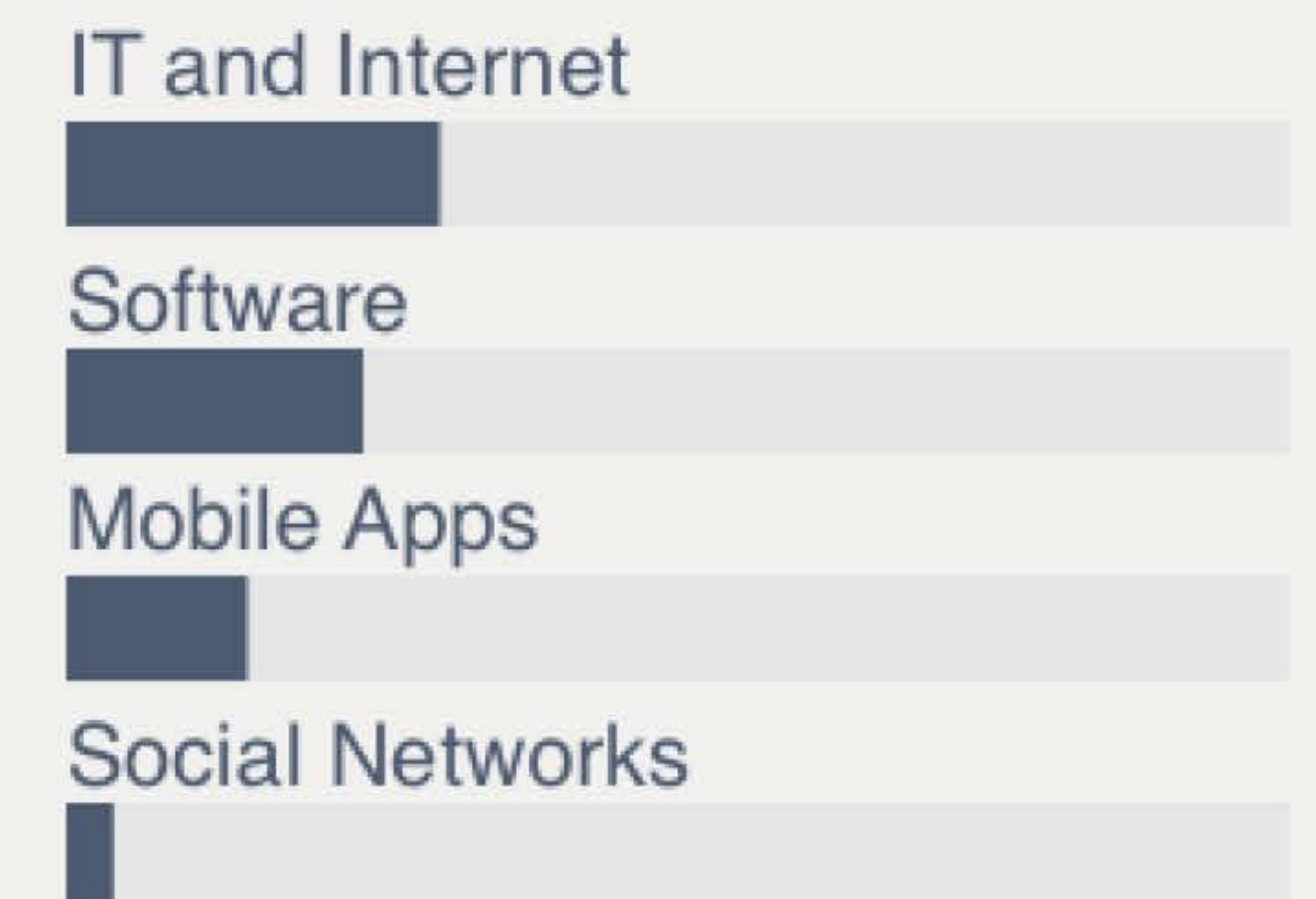
## BRANDS



## PERSONALITY



## TECHNOLOGY



## MOTIVATIONS



*"With hard work and excellent communication, we will build empires"*

## BIO

Jordan started at the bottom and quickly moved his way to the top. His focus on the bottom line and cost saving measures has made him valuable to his company. He wants to have his finger on the pulse of the company. He's built a portfolio of successful developments and wants to continue in doing so.

# LISA MOORE

USER PERSONA

**AGE** 38

**OCCUPATION** OFFICE WORKER

**HOBBIES** RUNNING, YOGA, KIDS



*"Respecting my clients budget is my number one prerogative."*

## GOALS

- Be in constant contact with field
- Have a central location for all documents
- Better understand and support customers
- Manage multiple accounts simultaneously
- Schedule meetings quickly with customers and team
- Needs to know where everything is at any given moment

## FRUSTRATIONS

- Missed deadlines
- Lack of information
- Document management

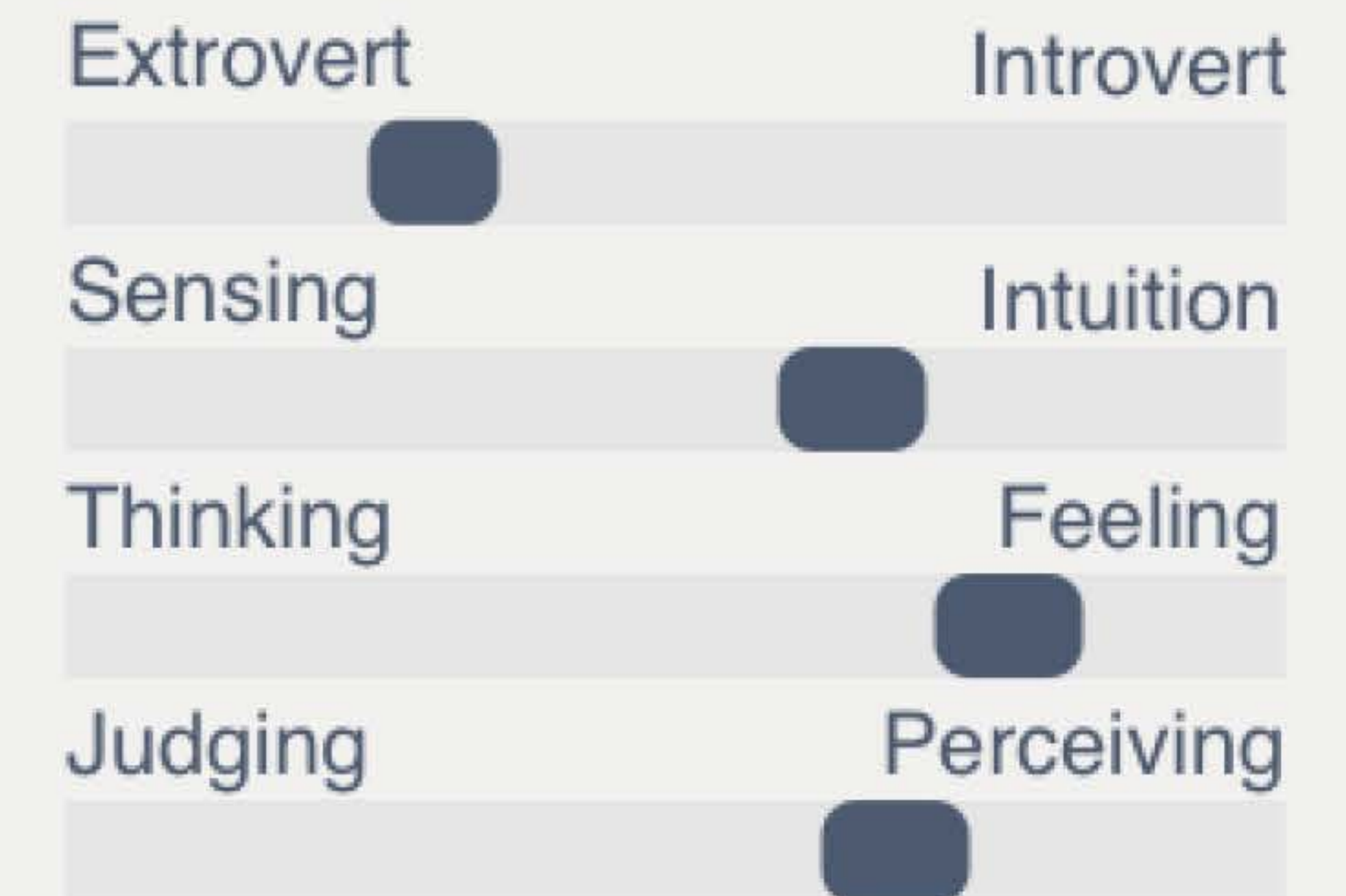
## BRANDS



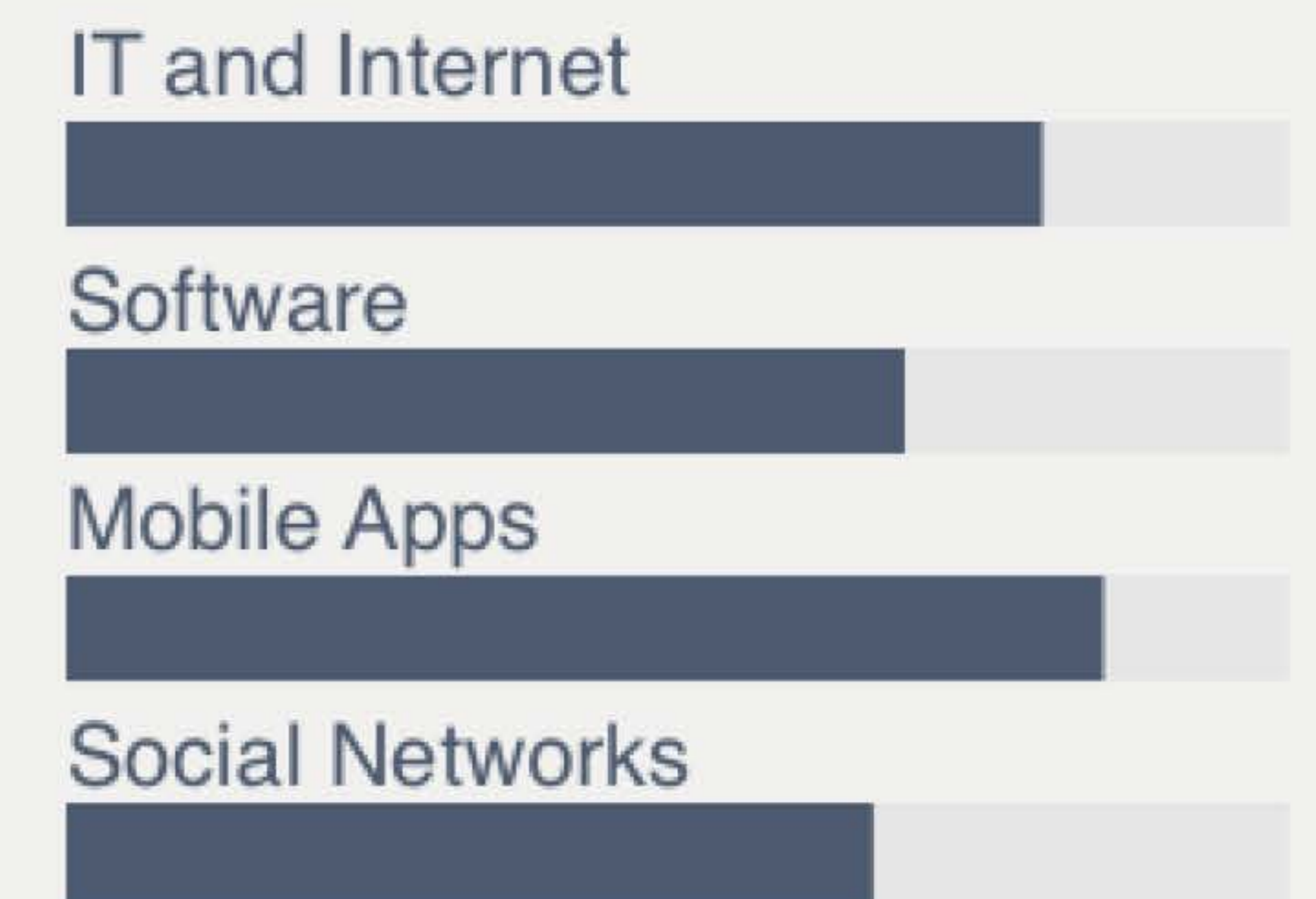
## BIO

Lisa has spent many years working for large corporations. She has a Bachelors of Arts in Communications, and enjoys working with clients. She finds great joy in helping people build their dream home. She is meticulous and prides her self on being connected to project operations.

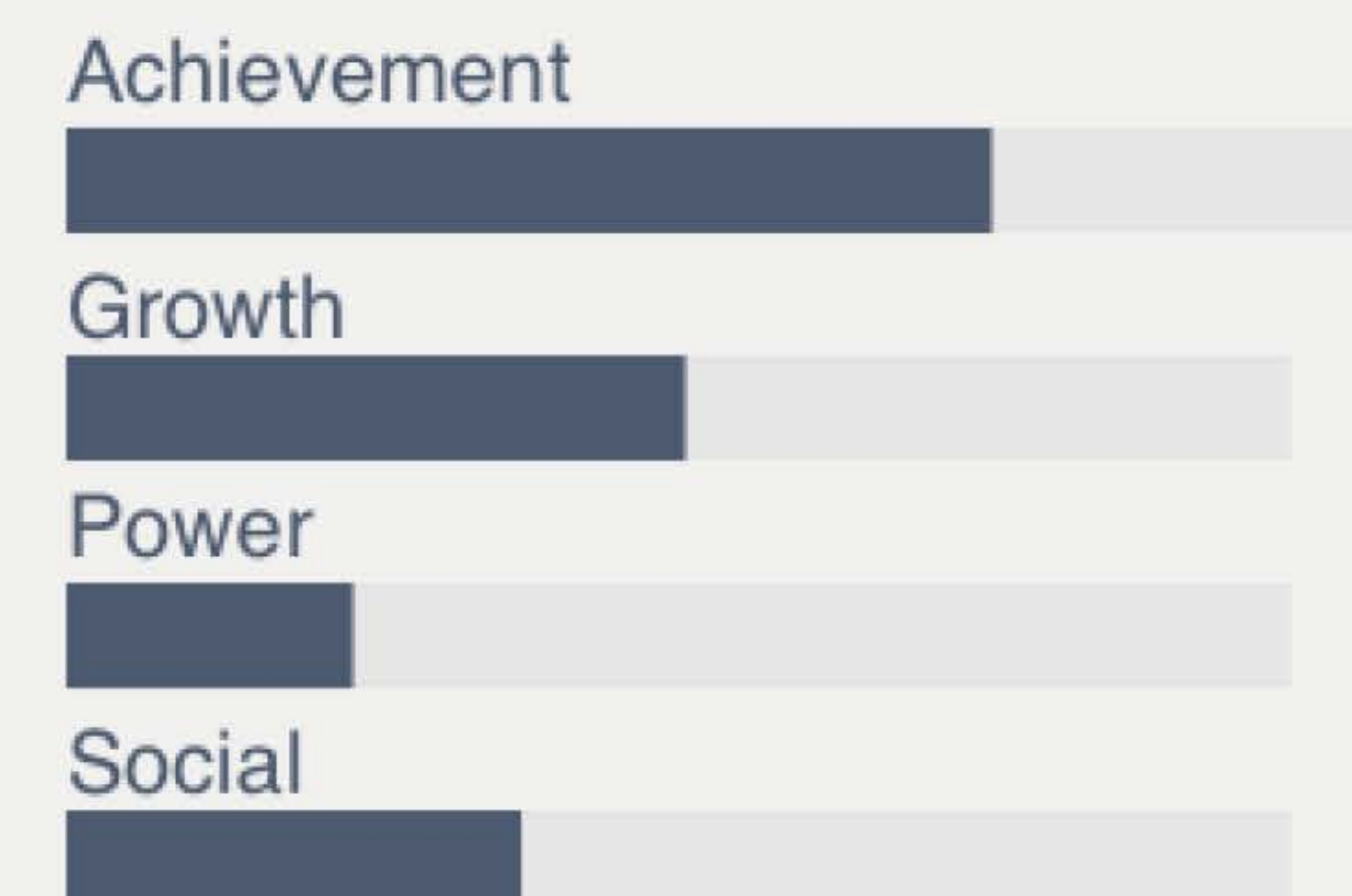
## PERSONALITY



## TECHNOLOGY



## MOTIVATIONS



# TOM & KIM COE

USER PERSONA

**AGE** 35 & 33

**OCCUPATION** CUSTOMERS

**HOBBIES** TRAVEL, FESTIVALS, WINE



*"We're so excited to finally have our dream home, exactly how we want it!"*

## GOALS

- Ensure milestones are being met
- Finish the build on time and on budget
- Share progress with distant family members
- View the progress of the home, including photos
- Quickly and remotely see any outstanding issues
- Convenient way to schedule meetings about the build

## FRUSTRATIONS

- Difficult to reach build team
- Lack of real time status updates
- Not being informed of the progress of the build
- Not knowing if build is following exact specifications

## BRANDS



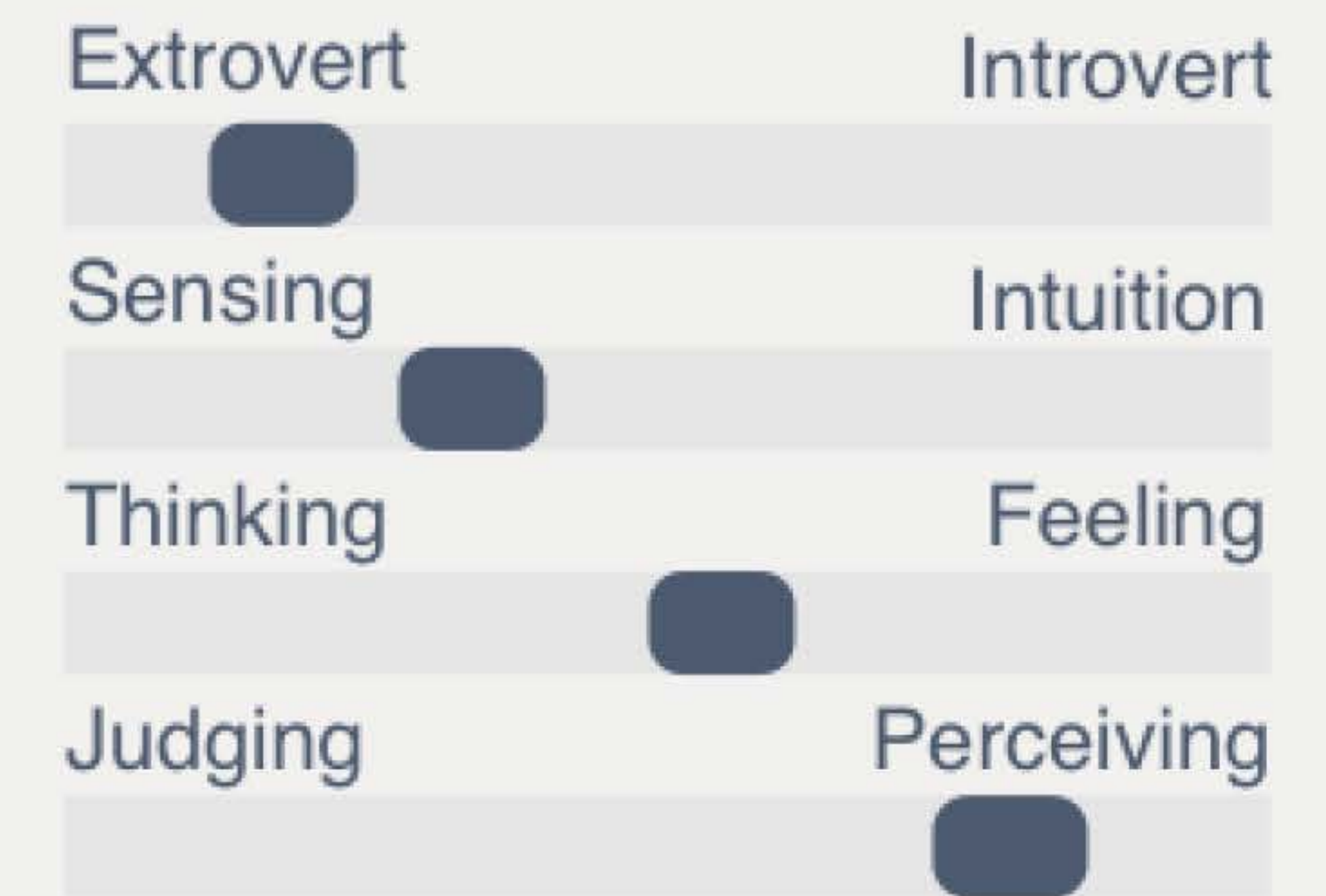
MacBook



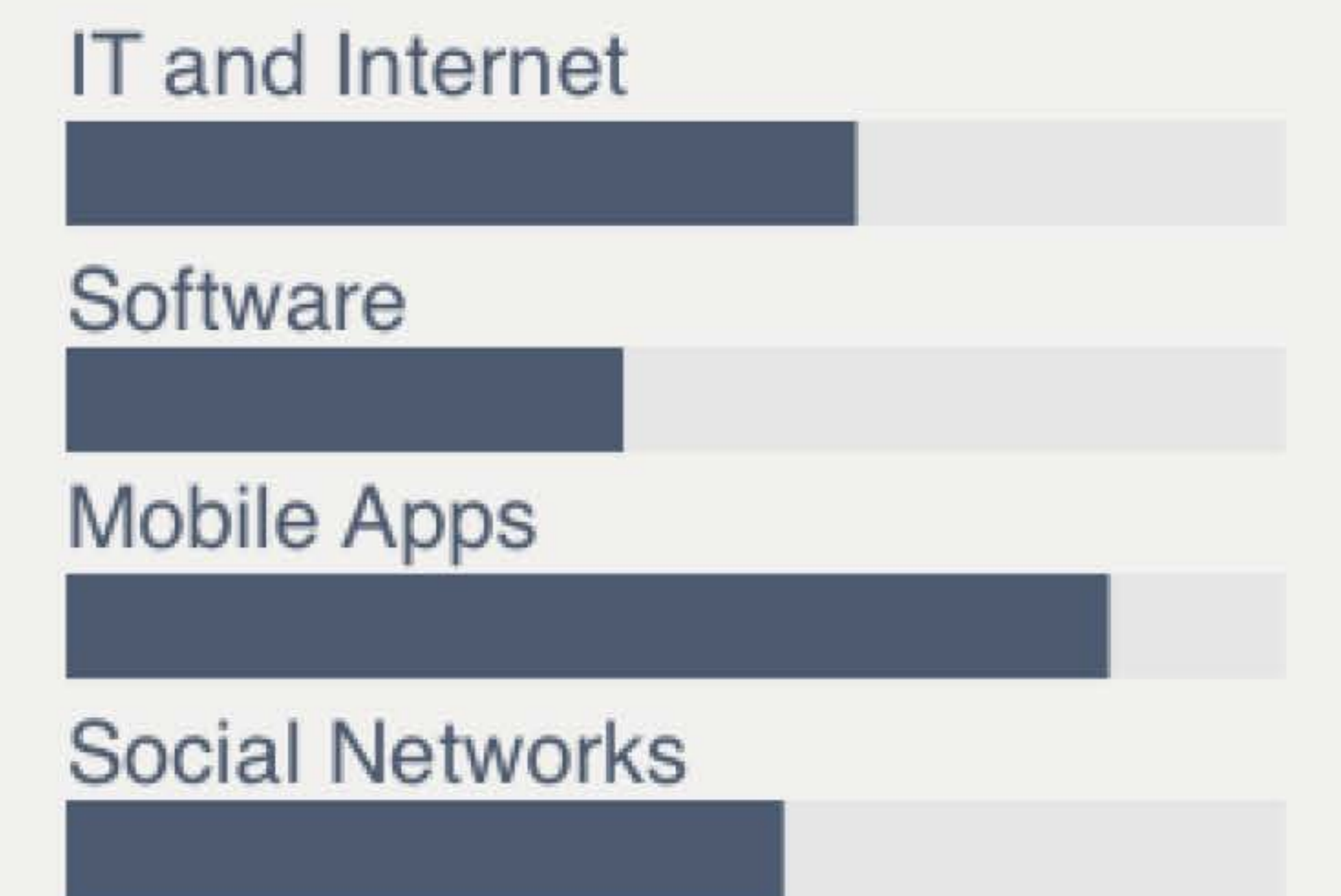
## BIO

Tom and Kim looked to purchase their dream home. After not finding the perfect fit, they decided to build their own. As a modern couple with many friends, they're excited to share their new home with others. Tom is mostly concerned with costs and Kim is excited to start decorating. Pinterest is her new best friend.

## PERSONALITY



## TECHNOLOGY



## MOTIVATIONS

