



ALEX

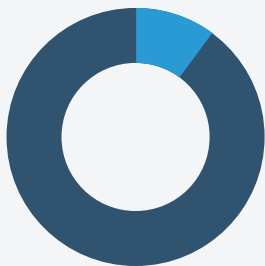


18-30



Field Worker

Location



● 10% Office

● 90% Field

Technical Expertise



Business Acumen



Motivation

- Not pissing off my boss
- Getting the job done quickly

Frustrations

- Environment conditions
- Knowing the tasks that need to be done

Form Factor



Phone



Tablet




Computer

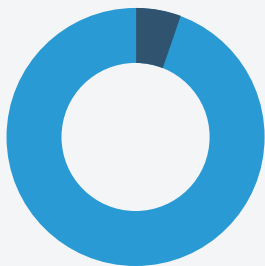


CLARK

 45-60

 Owner (Buyer/Not Admin)

Location



● 95% Office

● 5% Field

Technical Expertise



Business Acumen



Motivation

- More efficient
- Expanding the company
- Save money

Frustrations

- Managing customer expectations

Form Factor



Phone



Tablet



Computer



ADRIAN

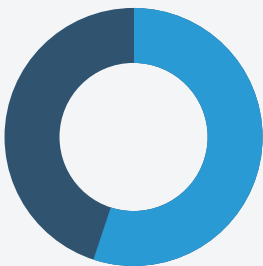


28-60



Operations (Admin)

Location



● 55% Office

● 45% Field

Technical Expertise



Business Acumen



Motivation

- Being more efficient
- Keeping an eye on employees

Frustrations

- Collections and invoicing
- Managing customer expectations
- Tracking performance
- Tracking assets and inventory

Form Factor



Phone



Tablet



Computer



JORDAN

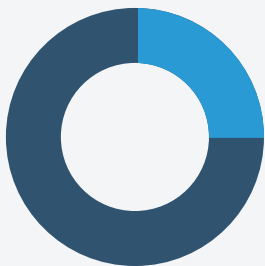


30-55



Field Worker Manager

Location



● 25% Office

● 75% Field

Technical Expertise



Business Acumen



Motivation

- Getting the job done
- Keeping an eye on employees
- Being more efficient

Frustrations

- Environment conditions
- Tracking performance

Form Factor



Phone



Tablet



Computer



RILEY

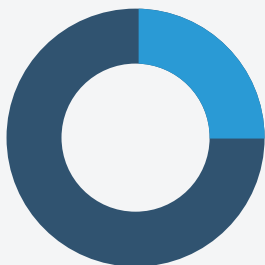


50-65



Owner (Admin)

Location



● 25% Office

● 75% Field

Technical Expertise



Business Acumen



Motivation

- Being more efficient
- Save the business money
- Keeping an eye on employees
- Expanding the business

Frustrations

- Tracking assets and inventory
- Cost of doing business
- Managing customer expectations
- Collections and invoicing

Form Factor



Phone



Tablet



Computer



SHAWN



45-65



Field Worker
(Does not use GoCanvas)

Location



- 0% Office
- 100% Field

Technical Expertise



Business Acumen



Motivation

- Not pissing off my boss
- Making life as easy as possible

Frustrations

- Environment conditions

Form Factor



Phone



Tablet



Computer