

EMILY ANDERSON

I WORK WEIRD
HOURS AND DON'T
ALWAYS FEEL
COMFORTABLE
WALKING TO MY CAR.



Emily works for Halvorson, Casey, and Fenton, a law firm in downtown Denver. She loves her job and often finds herself working long hours. When Emily leaves the office at night, she doesn't always feel comfortable walking to her car. She also travels a lot, particularly to the U.K., and doesn't always know the safest locations to park. She has a strict sense of what she thinks is affordable and would love to find a way to connect affordability to safety and security. She's less worried about her car getting stolen or vandalized and more concerned with her personal safety.

BEHAVIORS & HABITS:

- Works long hours at a law firm in downtown Denver.
- Parks in the cheapest spot, which isn't always the safest location.
- Travels frequently and doesn't always know the best or safest spots in other towns.

GOALS:

- To work late without fear.
- To park in a safe, affordable location.
- To rest assured in the security of her car.
- To feel comfortable walking to her car at midnight.

FRUSTRATIONS:

- Hates walking to her car after a long day at the office, especially if it's dark.
- Has a hard time finding locations that fit with her sense of affordability that are also well lit and secure.
- Likes the idea of Scoutrol, but prefers safety and security over a closer location.

PROBLEM: Emily needs a way to quickly and efficiently identify safe and secure parking lots because she doesn't feel safe when leaving her office after dark.

SOLUTION: Scoutrol's latest update gives Emily an easy and intuitive way to find the closest location in a safe, well-lit, low-crime area while optimizing her parking costs.

DOUG SMITH

I WANT MY DRIVERS' EXPERIENCE TO BE AS SEAMLESS AND BEAUTIFUL AS A MERCEDES-AMG.



Doug fell in love with Tesla's vision to accelerate the world's transition to sustainable energy. He also loves a powerful and precise engine. After finishing his bachelors in mechanical engineering, he attended General Assembly and transitioned into UX design. Ten years later, he works at Tesla and leads the team responsible for technological integrations. His current project is integrating Scoutrol into Tesla's user-experience.

BEHAVIORS & HABITS:

- Obsesses over quality.
- Demands beautiful and interactive designs from his team.
- Conducts a lot of user research.
- Often emphasizes design goals over developer needs.
- Regularly reads *Car and Driver*.

GOALS:

- To create an effortless and delightful customer experience for his drivers.
- To maintain consistent standards across all of his technological integrations.
- To build the best, environmentally conscious car possible.

FRUSTRATIONS:

- Finds Scoutrol's knowledge base difficult to use.
- Thinks that updates aren't clear or properly distributed.
- Has trouble finding Scoutrol's new functionalities after an update.
- Doesn't always know how to integrate new functionalities into his current design.
- Doesn't trust developers to "get it right."

PROBLEM: Doug needs a way to quickly and efficiently identify Scoutrol updates and new functionalities because he doesn't currently feel like Scoutrol is maintaining Tesla's quality-control standards.

SOLUTION: Scoutrol's revamped knowledge base allows Doug to quickly and efficiently locate and troubleshoot common problems he faces when integrating Scoutrol into Tesla's dashboard.