



Rafael Juarez

Construction Forming Company Directory

Phoenix, Arizona

Biography

Rafael is the Director for a successful construction forming company. He oversees the delivery of proposals sent out for possible jobs that his company can bid on for contracted service. Rafael would like to help lead the way to bring the company to use customized software to increase decrease the amount of time spent on manual entry forms and create management system to better track and log work.

Needs & Goals

- 1. Rafael needs a way to easily create estimates for proposed contracted work
- 2. Reduce the amount of time spent manually imputing numbers into spreadsheets
- 3. Track upcoming and past jobs

Pain Points

- 1. It takes Rafael's team weeks to complete an estimate which can hinder their ability to win jobs
- 2. Unable to track changes made to current spreadsheets



Amy Hume

CEO of Binding Brothers

Seattle, Washington

Biography

Amy Hume owns a successful book binding company which binds hard and softcover books for many different business across the country. Currently Amy has to have her factory engineers calibrate precise specifications on each machine for each unique book that goes through the factory floor for pressing. Due to the scale of production the time it takes to re-calibrate machines is starting to have a negative affect for her business.

Needs & Goals

- 1. Create a software that can automatically detect the properties of each book
- 2. Digitally send the book property values to the factory floor machines
- 3. Increase the production of book bindings

Pain Points

- 1. The time it takes for engineers to re-calibrate machines is effecting speed of production
- 2. Production is starting to slow down