Firm

SCALE

Business is action-oriented

RUN **TO**
Shop

Initial Focused End-User Group

- **Location:** Finland

- **Industry:** IT (Software / Web Application Development)

- **Organization:** Individuals, small & medium-size companies

- **Positions:**

  - IT Managers

  - Freelancers

  - Sales Managers

IT Manager (info)

- **Estimated Number of Users in Finland:** 23,000

- **Expertise:** HR, software development, project management

- **Computer Skill & Behavior:** above average, use apps mostly in the office

- **Apps used for B2B:** emails, forums, Linkedin, Liidit.fi, Freelancer.com…

- **Problems:** it is not easy / possible to

  - **Find reliable** people & firms to finish the projects

  - **Limit search** within a specific city in Finland (in-shore outsourcing)

  - **Minimize time of finding** applicants & **maximize quantity** of applicants

  - **Manage all projects online** without having to open several Excel files or send a bunch of emails everyday

User Profile #2

Students / Freelancers (info)

- **Estimated Number of Users in Finland:** 30,000

- **Expertise:** Software designing & programming

- **Computer Skill & Behavior:** high, use apps almost anywhere possible.

- **Apps used for B2B:** emails, Twitter, Linkedin, Liidit.fi, Freelancer.com…

- **Problems:** it is not easy to

  - Establish initial **trust** to project owners without having to meet offline.

  - **Cope with the risk** that project owners make sudden changes in the requirements or refuse payment due to the quality of delivery.

  - **Showcase** the actual scale of finished projects (how challenging those projects were, how famous the clients are…) besides the price of project.

User Profile #3

Managers of Software / Web App Dev Firms (info)

- **Estimated Number of Users in Finland:** 400

- **Expertise:** varied

- **Computer Skill & Behavior:** above average - high, use apps in various places

- **Apps used for B2B:** different sets of application, whatever works best

- **Problems:** it is not easy to:

  - Establish initial **trust** to project owners without having to meet offline

  - **Cope with the risk** that project owners make sudden changes in the requirements or refuse payment due to the quality of delivery

  - **Showcase** the actual scale of finished projects (how challenging those projects were, how famous the clients are…) besides the price of project.

Persona #1

Kari (IT Manager, Logistic Industry)

- **Location:** Oulu   **Age:** 43

- **S:** I

- Done : Firmscale enable Kari to

  - Create and post project online

  - Check appliers profiles through ranking and given testimonials

Persona #2

Antti (3ʳᵈ year student, Media Engineering)

- **Location:** Helsinki   **Age:** 22

- **I:** I

- Done : Firmscale give Antti

  - An Overview of realized, current & coming projects

  - A list of potential project owners

As an **IT Manager, Logistic Industry**,

I want to find reliable partners

so that I insure a successful project.

User Story #2

As a **student in media engineering**,

I want to find project owners

So I increase my bussiness opportunities.