

# Paul Evans



**"I don't have time to waste and in my line of work time is money, and obtaining permits can be very time consuming."**

## Demographics

**Age:** 44 years old.

**Location:** Kansas City, MO municipality.

**Occupation:** Licensed Master Plumber.

**Most Common Task:** Obtain water heater permit.

**Technology Experience:** Mobile Device (55% Android – 40% iPhone – 5% other)

## Talk to Me

"I do not consider myself to be tech savvy, however, I think it is easier to file for permits digitally but I prefer to interact with humans rather than computer systems when looking for information."

"I believe that if the city can make it complicated they will."

"You just don't understand how frustrating the process is until you go through it."

## Goals

Acquire permits as efficiently as possible.

Eliminate physically getting permits from multiple locations.

Want to be working in the field rather than waiting in City Hall.

Want to clearly know what information I need for different permits.

## User Behavior Patterns

I can't spend time on getting permits so delegation is necessary.

I get frustrated because I sometimes can't find information about certain types of permits and I simply call City Hall for help.

If getting a permit becomes too cumbersome, I will contact a 3<sup>rd</sup> party permit service to avoid additional costs and frustration.

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## Pain Points

No notifications are given about updates or changes in the various municipalities I serve.

Convolutd online systems where information is hard to quickly find.

The complexity of going through City Hall and the Parks and Rec Department to get permits for the same job.

## Serve By

Always provide instructions for self help and make it easy to contact live help.

Provide notification of changes in codes & regulations.

Give information on how permits should be pulled (physically or digitally).

Allow users' information to be saved in the system to make process more streamlined.

Giving feedback once forms have been submitted digitally.