



Archetypes

Archetypes

Archetypes are common patterns of goals and behaviors that help us understand the underlying types of users our products are being used by.

Purpose

01

Understand high-level patterns in user goals and behaviors

03

Guide product design and management decisions

02

Simplify complex, varied user roles and behaviors

04

Build out “aspirational models” for how our products might serve users

User Archetypes

A description of behavioral perspectives of users towards a specific product, containing details from user research around a group's needs, motivations and pain-points.

- 01 General behaviors of users
- 02 Described as behavioral representations of groups
- 03 Focus on goals and behavioral patterns

vs

User Persona

A user persona is a fictional, yet realistic, description of a typical or target user of the product.

- 01 Fictional individual rather than a group
- 02 Described as if real people
- 03 Often includes a mixture of behavioral and non-behavioral data

Framework

These archetypes are based on numerous research efforts including: user interviews, literature reviews, competitive analyses, and stakeholder interviews. These are meant to be built upon as we learn more about consumer segmentation through the course of our research journey.

These archetypes are a broad, flexible framework that can be leveraged for a variety of purposes, acting as a guide to help us make user-centric decisions.

Archetypes at a glance



Employee - Hourly

Overview

"I want to know when I should show up to work, make it easy to adjust my schedule, and not stress too much about losing hours that affect my pay. I really don't think about HCM too much and prefer face to face communications when something has gone wrong."

Responsibilities

- Perform job specific tasks in domain
- Punch in and out for work
- Learn weekly and daily schedule
- Review resources for work shifts
- Request schedule adjustments
- Request time off from work
- Adjust benefits
- Address other HR/HCM needs

Pain points

- Changes to schedule impacting pay
- Maintaining work-life balance
- Punching or clocking in and out
- Cannot resolve issue without manager
- Difficulty with how to use technology
- Access issues to various technology
- Communication gaps due to data
- Using multiple systems for scheduling
- Connecting scheduling data
- Time-tracking in multiple place



Manager of Hourly Worker

"I need to make sure people show up, and that my budgets are aligned with company policies. Overtime is something I am hypersensitive about. Any tool that makes it easier for me to schedule, keep in policy and make sure people show up will make my life easier."

- Set team goals and output objectives
- Adjust staffing levels to meet goals
- Adjust schedules to meet goals
- Develop policies and procedures
- Implement policies and procedures
- Guidance to team or department
- Evaluate resources for capacity
- Provide growth paths for team
- Inventory management
- Order management

- Understaffing and heavy workloads
- Balancing work shifts and work-life
- Budget restrictions
- Too many tools and siloed data
- Accessing employee data in one place
- Managing productivity and output
- Hiring, firing, and layoffs process
- Managing scheduling and shift gaps
- Managing team demands and overtime



Manager of Salaried Worker

"I want to remove obstacles from my employee's work or department so that they don't spend time hassling with HR platforms. A single source of truth would make life easier, so anything that can consolidate systems and make things easy to find is a win."

- Set strategic goals and objectives
- Allocate resources to meet goals
- Manage teamwork-life balance
- Develop policies and procedures
- Provide strategic leadership
- Provide directional guidance to team
- Evaluate performance and resources
- Help up-level skills and growth paths
- Implement business decisions for team
- Drive collaboration across teams

- Resource allocations and project loads
- Managing teamwork-life balance
- Budget restrictions
- Too many tools and siloed data
- Managing performance for team
- Managing up within organization
- Hiring, firing, and layoffs process
- Managing visibility upper management
- Collaborating across multiple teams



HR Specialist / Generalist

"I'm a jack of all trades. I'm also overworked. My HCM system needs to help me prioritize, learn new things quickly, and not add to my frustration by being a system that I constantly need to fix."

- Supports HR and wears multiple hats
- Manages employee databases
- Assist payroll or benefits, as needed
- Focus on essential tasks for employees
- Optimize current process not new ones
- Has broader knowledge of HR
- Ensures compliance with labor laws
- Supports HR initiatives and projects

- Must do tasks overwhelm them
- Non-essential tasks are on back burner
- Reporting can be complex
- Resorting to MS Office, Excel too much
- Compliance reports are vital but tough
- Juggling changing compliance rules
- Concerned about AI taking their job



HR Business Partner

"My work is mentally taxing, and I spend all day in my HCM. I would like an HCM which can help keep me up to date with changes in employment regulations, make it easier for me to communicate with departments, supervisors, managers and employees (about sensitive topics), and make me feel more confident."

- Strategic workforce planning
- Performance Management
- Employee relations
- Supports hiring and firing
- Conflict resolution with teams
- Supports other sensitive HR topics
- Compensation & benefits adjustments
- Policy development and enforcement
- Does not do day to day HR tasks
- Organizational development
- Change management
- Up to date on employment regulations
- Manages specific HR tasks for teams

- Difficult to compartmentalize feelings
- Hard to do work tasks, often painful
- Compliance and regulatory issues
- Volume of work across a department
- Time-sensitive requests and deadlines



Employee - Hourly

“I want to know when I should show up to work, make it easy to adjust my schedule, and not stress too much about losing hours that affect my pay. I really don’t think about HCM too much and prefer face to face communications when something has gone wrong.”

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



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Expectations

- Proactive policies, compliance, and communication management
- Smart scheduling
- Integrations with industry tools or scheduling systems
- Data consolidation and easy management

Devices

-  Jobsite Point of Sale (POS)
-  Jobsite Shared workstations
-  On the go Mobile (personal)
-  Jobsite Handhelds (scanners)
-  Office Paper

Tools

-  Scheduling system
-  POS / Register
-  Email
-  Specialized Software
-  Inventory Systems

HCM tasks & frequency

Task	Often	Sometimes	Rarely
Punching	✓		
Checking schedules and shifts	✓		
Requesting time off	✓		
Making schedule changes	✓		
Training / certifications		✓	
Expense reporting		✓	
Tracking mileage / tips		✓	
Helps open enrollment		✓	
Requesting help with pay / tax			✓



Manager of Hourly Worker

“I do time off requests, attendance, and schedules for everybody. I also do plan and merchandising. I manage team leads. I do hire, interviewing, and training. I also handle some human resource stuff like firing inside of my departments.”

Responsibilities

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Expectations

- Clarity on team time management and requirements
- Shift management and resource allocation
- Efficiency and productivity of team
- Budget resourcing, inventory, or order management
- Disciplinary and policy compliance inspection
- Smart Scheduling

Devices

- In Office Laptop / Desktop
- On the Go Mobile
- Jobsite Tablets
- Jobsite Handhelds (scanners)

Tools

- Enterprise Relationship Planning (ERP)
- MS Office Suite
- Internal billing systems
- Email
- Messaging platforms

HCM tasks & frequency

Task	Often	Sometimes	Rarely
Approvals (Paid Time Off, Expenses, etc.)	✓		
Checking, setting, and approving schedules	✓		
Leadership interaction	✓		
Company messaging	✓		
Managing Employee workloads	✓		
People Management (Work Life Balance, personnel issues, etc.)	✓		
Resource planning with other leaders	✓		
Ensuring Compliance with training or certifications		✓	
Performance Management		✓	
Budgeting		✓	
Overtime Reporting		✓	
Hiring New Employees		✓	
Running Reports		✓	
Firing Employees			✓
Workforce / HR Communications			✓



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




Expectations

- Better understanding of direct report’s workloads
- Training or development opportunities for team
- Understanding performance of team and organization
- Collaboration and communication across partners and stakeholders
- Leveling up themselves with upper management
- Clear budget resourcing and management
- Consolidation tooling and expense management

Devices

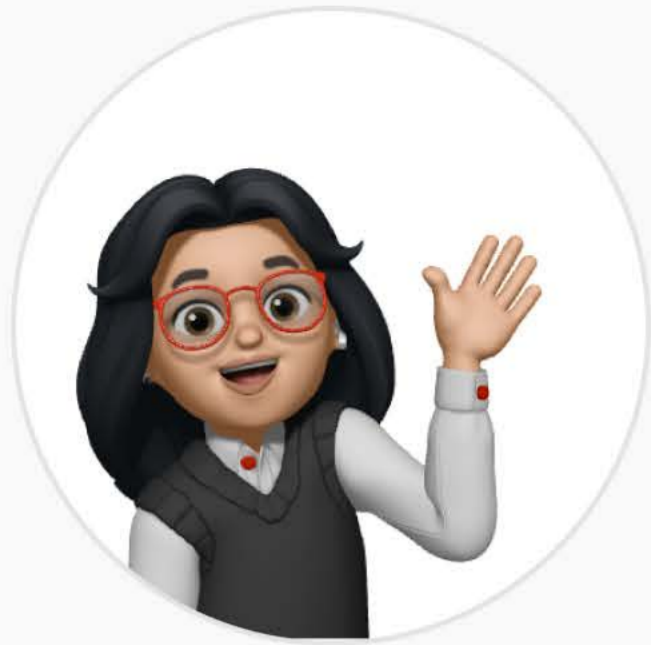
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-  Remote Laptop / Desktop
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-  Internal billing systems
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Resource planning with other managers / leadership	✓		
Ensuring Compliance with training or certifications		✓	
Performance Management		✓	
Budgeting		✓	
Hiring New Employees		✓	
Running Reports		✓	
Firing Employees			✓
Workforce / HR Communications			✓



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- Concerned about AI taking their job





Expectations

- Smarter reporting that does not require manual post-processing
- Smart AI implementation that frees up against too much human intervention
- Support for requirements of specific department or team

Devices

-  In Office
Laptop / Desktop
-  Remote
Laptop / Desktop
-  On the Go
Mobile (rarely)

Tools

-  MS Office Suite
-  Email
-  Messaging platforms
-  HCM / Internal share drives

HCM tasks & frequency

Task	Often	Sometimes	Rarely
Directly managing/ supervising other HR Admins	✓		
Employee record management	✓		
Maintaining employee records and documentation	✓		
Recruitment and/or onboarding support	✓		
Benefits administration	✓		
Payroll processing or assistance	✓		
HR Compliance and legal support	✓		
General HR admin support	✓		
Generation of HR reports and data analytics	✓		
Answering employee HR-related questions	✓		
HR employee relations and support		✓	
Training and development coordination			✓



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Expectations

- Smarter reporting that does not require manual post-processing
- Support department employee and performance management
- Creates department or team frameworks for up-leveling skills and growth
- Support policy and compliance for department or team
- Support change management and strategic planning for department or team

Devices

-  In Office Laptop / Desktop
-  Remote Laptop / Desktop
-  Mobile (rarely)

Tools

-  MS Office Suite
-  Email
-  Messaging platforms
-  HCM / Internal share drives

HCM tasks & frequency

Task	Often	Sometimes	Rarely
HR employee relations and Support	✓		
HR compliance and legal support	✓		
Directly Managing / supervising other HR admins		✓	
General HR admin support		✓	
Answering employee HR-related Questions		✓	
Maintaining employee records and documentation		✓	
Generation of HR reports and data analytics		✓	
Training and development coordination			✓
Employee Record Management			✓
Recruiting and onboarding support			✓