

USER PERSONA: ZHANG WEI

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Age: 30
Gender: Male
Location: Chengdu, Mainland China
Education: Technical School Diploma
Job: Deputy Mgr, E-commerce Warehouse
Language: Mandarin (Native), English (A2)

FREQUENCY

Continuous, passive monitoring (8–10 hours daily)

MOTIVATION

Killing time; avoiding ambient warehouse noise

SETTING

Glass control booth in a loud warehouse; 1.5-hour metro commute each way

"I sit in the control booth for 10 hours. If a robot crashes, I reboot it and send a WeChat voice note to the handyman. The rest of the time, I just swipe Douyin until my eyes blur."

GOALS & MOTIVATIONS

- Get through the 10-hour warehouse shift with zero major autonomous system failures.
- Find entertaining short-form content to combat the extreme boredom of a highly automated workplace.
- Navigate English-based software interfaces quickly without needing to translate dense blocks of text.

BEHAVIOURS

- Chronic doomscroller: Swipes through Douyin and WeChat Channels for 6+ hours per shift.
- Uses WeChat voice notes almost exclusively, as typing is too much effort while monitoring screens.
- Relies heavily on visual UI cues (icons, colours) rather than reading text due to low English proficiency.

PAIN POINTS

- Physical strain from 10 hours of screen glare and warehouse machinery noise.
- Exhaustion from a grueling 30 km daily commute on the crowded metro system.
- Frustration with complex, text-heavy Western software lacking intuitive visual mapping.

TECH STACK

Android 14

Xiaomi UI



STRATEGIC OPPORTUNITIES

- Implement voice-to-text reporting tools to match user behaviour.
- Use high-contrast visual indicators for system health status.
- Gamify mandatory system checks to reduce boredom-induced errors.