



STRABAG



Further Research Insights



PERSONAS

Fictitious, but realistic users, to get a better understanding of a STRABAG foreman





PERSONAS

Hubert Moser
Foreman

Demographics:

Gender: male
Age: 55 years
Born in: Austria
Married & father

Characteristic:

- Apprenticeship at family business
- Experienced foreman with impressive career of 35 years in the construction industry
- strong ability for innovative approaches
- has good reputation and good relationship with employees
- apprentice trainer

Goals:

- Successfully complete projects through innovative solutions
- Achieve time and cost savings
- Leave a more sustainable environment for the next generation

Tasks:

- Planning, implementation and monitoring of construction projects
- Coordination of teams
- Ensure compliance with schedules
- Evaluation of new technologies for the use on the construction site

Frustration:

- Professional labor shortage
- Too much bureaucracy
- Generational conflict - lack of motivation



Needs:

- He needs in-depth knowledge of innovative construction technologies and methods
- He relies on a modern, digitized work environment to work effectively
- Access to training and resources to keep his knowledge of innovative construction practices and technologies up to date
- Support from the team and management in implementing innovative solutions



INTERVIEWS & FINDINGS



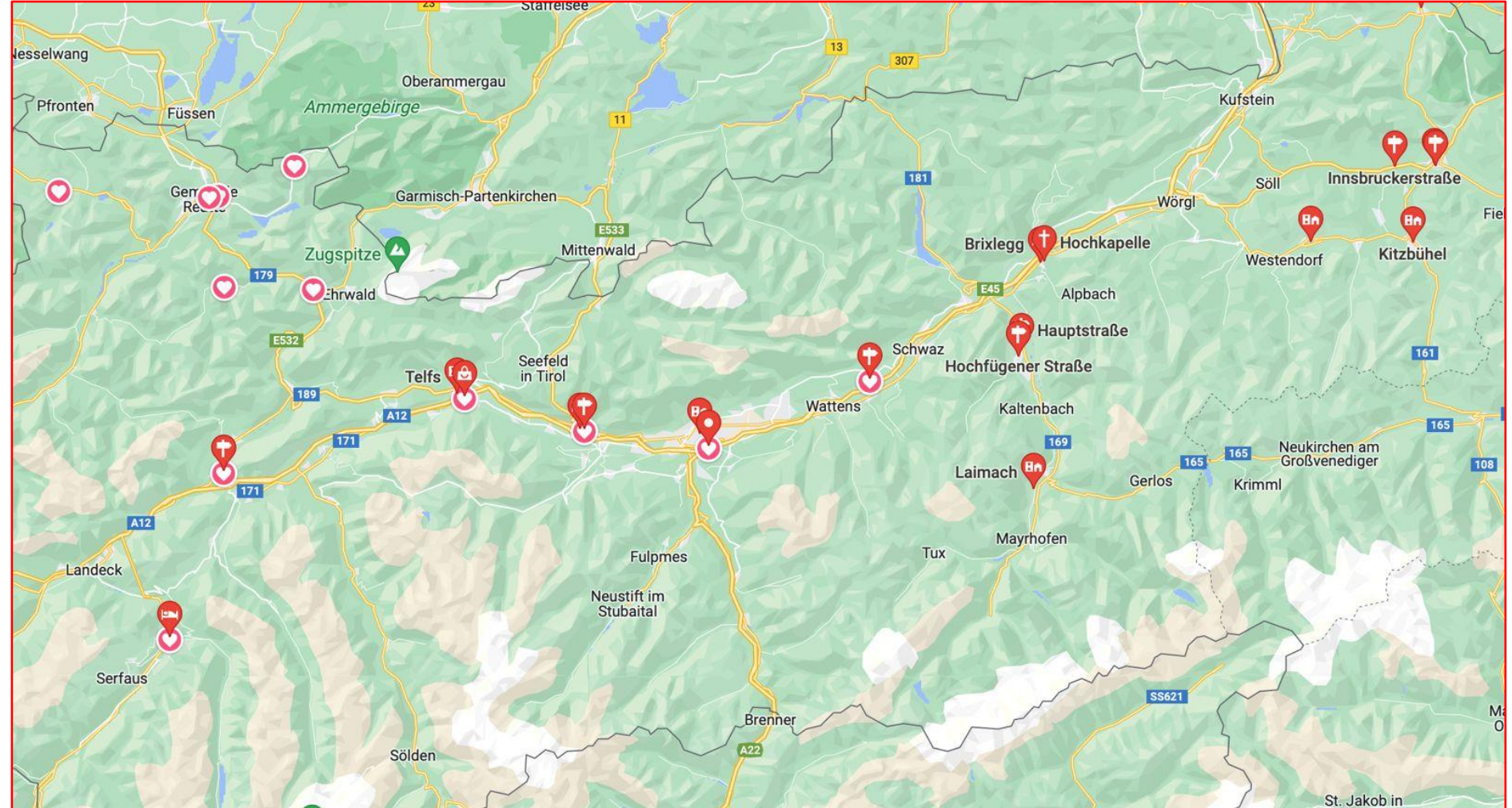


SAMPLE

Our journey through Tyrol

In total, we drove 1.997km

- 40 Interviews
- 20-30min
- gender: male
- foremen
- Age: 25-50 years
- Face-to-Face: 36
- Online: 4





Main findings on Information exchange



“We mainly exchange information between each other”

- Mainly contact with well-known colleagues
- Site manager = first contact person (not always reachable)

„Often you cannot reach the site-manager and you have to wait quite long for a call back.”

- Barely contact with the headquarters
- Exchange of knowledge: horizontal instead of vertical

„We have a foremen with a lot of experience and knowledge. If I am not sure about it I ask him.”

- Direct communication via telephone
- Other channels seem to be too complex for problem solving

„In the office – there they have sth. Called „Teams“. We don't have that here yet. I don't really know how it works. We take the classical approach.”

Problem Definition

- How can STRABAG make its knowledge and experience accessible and all-time available throughout throughout the whole organization ?
- How can work processes around the construction site be site be recorded and efficiently passed on?
- How can STRABAG promote the knowledge sharing sharing during the generation transition and close close knowledge gaps?

