Mike Zack (renter/buyer)

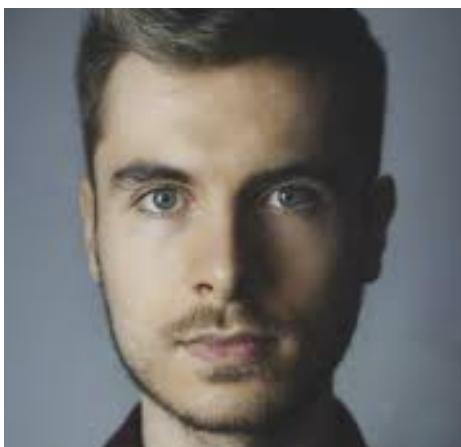Mike Zack is a 29 years old investor working for an investing company. Mike lives in Saskatoon, Saskatchewan and travels a lot for work needs. As an investor, Mike likes to invest in small startups and visit them before investing. In the cities where startups locate, Mike likes to rent a car and drive himself as he considers public transportation inconvenient. However, he also finds taxis and current platforms for car rental expensive. Mike would prefer a substitution which would satisfy his basic need, even if it would be a less luxurious experience. He is the owner of a 2016 Toyota Prius and is currently planning to replace it as it is not functioning well recently. Safety and cost are the two most important factors for him. Therefore, he is looking for a second-hand car in good condition. He would like to chat with the owner beforehand to ensure the vehicle is in good shape.

Tiina Ashly (vender)

Photo credit: www.pexels.com/photo/woman-in-collared-shirt-774909/

Tiina is a 27 years old female who graduated from UTSC 4 years ago. She is currently working for a tech company as a software developer. Her job allows her to work from home. She owns an SUV and a hatchback. As Tiina does not go out often, she is considering getting rid of at least one of her two cars by selling it to someone else. She loves her car, so she would like to chat with the potential buyer before selling it to make them take good care of it. For the second car, she would like it to bring her some passive income when she does not need it. Thus, she needs a platform to post it. From the platform, she would want the information of the person interested in ranting to ensure the car would return clean and undamaged.

Fern Gabdon (renter)

Fern is a 37 years old constructor living in Surrey, British Columbia. He is married and is the father of two children. The family owns a Toyota Highlander. Though the family is not wealthy, they like to travel a lot. While at the designated city, he would like to rent larger SUVs to carry luggage and let the children sit comfortably, just like what they have at home. He is not pleased with the current renting platforms as they only let Fern choose the type of car he wants to rent. As the result, he will get random makes and colours within the type selected. Sometimes the unsuitable car ruins the travel experience. Therefore, he would like a platform that would give him more control over what make and colour he is getting and comes at a lower price.