**Persona: "Nadia the Homeowner"**

**Screening Question**: *"Have you used online platforms to find construction professionals for your home project instead of relying on personal recommendations?"* *(If answered "Yes," proceed to this persona.)*

**Persona Description**

Nadia Benali, 38, is a **marketing manager** and first-time homeowner in Casablanca, Morocco. She wants to build her dream house and wants full control over the process but lacks construction expertise. Nadia wears smart-casual athleisure and carries a tablet to review blueprints on the go. She’s tech-savvy, relies heavily on her smartphone, and prefers apps that offer transparency and efficiency. She is still single but looking for a house of her own, she’s budget-conscious but prioritizes quality. Nadia earns 20,000 MAD monthly and spends evenings researching contractors online and asks friends for suggestions, frustrated by vague word-of-mouth referrals from friends.

|  |  |  |  |
| --- | --- | --- | --- |
| **Thinks** | **Sees** | **Feels** | **Does** |
| “I need someone trustworthy who won’t cut corners or blow my budget.” | Endless online listings with unclear reviews; no centralized way to compare qualifications. | Anxious about scams; overwhelmed by conflicting advice from friends. | Spends hours scrolling through Facebook groups, Google reviews, and WhatsApp chats. Compiles spreadsheets to track bids and timelines. |

**Problem Scenarios/JTBD**

|  |  |  |
| --- | --- | --- |
| **Problem Scenarios** | **Current Alternatives** | **Your Value Proposition** |
| 1. Finding a qualified, transparent manager | - Asks friends for referrals (biased or limited options) | **M3elem.ma**: Curated list of certified managers with portfolios, client reviews, and verified project histories. |
| *Example: Nadia wants clear timelines and costs* | - Searches generic job boards (unvetted) | - Side-by-side comparison of bids, certifications, and past project photos. |
| 2. Managing communication and updates | - Uses WhatsApp groups (disorganized) | - In-app progress tracking, milestone alerts, and direct messaging with managers. |

**Scenario Development:**

**Situation**: Nadia’s architect finalizes the blueprint, and she needs a construction manager to oversee the build. She refuses to rely on her cousin’s “trusted guy” after a friend’s renovation disaster.

**Interaction with M3elem.ma**:

Nadia opens the app and selects **“Construction Managers”** under the “Services” tab.

She filters by **“Residential Projects”**, **“5-Star Ratings”**, and **“Budget Range:**700,000 MAD.

She compares two profiles:

**Youssef**: 4.8/5 stars, 10+ years’ experience, portfolio includes modern villas.

**Ahmed**: 4.9/5 stars, specializes in eco-friendly builds, offers free consultations.

Nadia schedules a video call with Ahmed via the app, discussing timelines, permits, and cost breakdowns.

She hires Ahmed, who shares a Gantt chart through the app and sends weekly photo updates.

**Outcome**: The project stays on schedule and budget. Nadia leaves a glowing review: “Finally, an app that treats homeowners like partners, not ATMs!”