

## Owner

Glen is a small business owner in Regina, Saskatchewan. He owns and operates a tattoo parlor. Glen relies on Google searches in order to be discovered, but due to poor search engine optimization, he often is buried under some of the other bigger tattoo parlors in town. He keeps a small log book at his front desk that he uses to keep track of his appointments, which are exclusively made over the phone.

Glen learns about Pencil, and signs his business up. He finds that he is suddenly booking more clients than ever, as customers of other services on Pencil are discovering him. His archaic log book is a thing of the past, and he is focusing on opening a second parlor soon.

## Customer

Charlotte is a student at the University of Regina. A member of the Hill School of business, she strongly believes in supporting local entrepreneurs. Furthermore, she is a member of the AudacityYQR movement, reinforcing her love for local business. Her eyelash technician has just moved away, and she is tasked with finding a new one.

Charlotte wants to avoid any of the big chain studios, instead supporting someone from the same city as her. She learns about Pencil from a friend, and starts browsing. She quickly connects with a technician from White City, and has her first appointment this week.