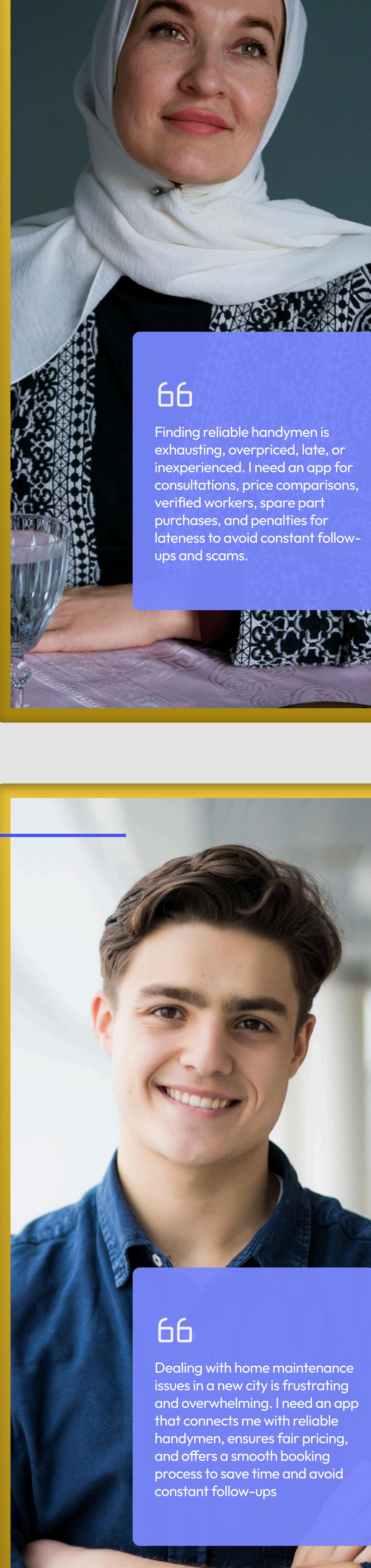


User Personas



66

Finding reliable handymen is exhausting, overpriced, late, or inexperienced. I need an app for consultations, price comparisons, verified workers, spare part purchases, and penalties for lateness to avoid constant follow-ups and scams.

SOAD ELMAHDY

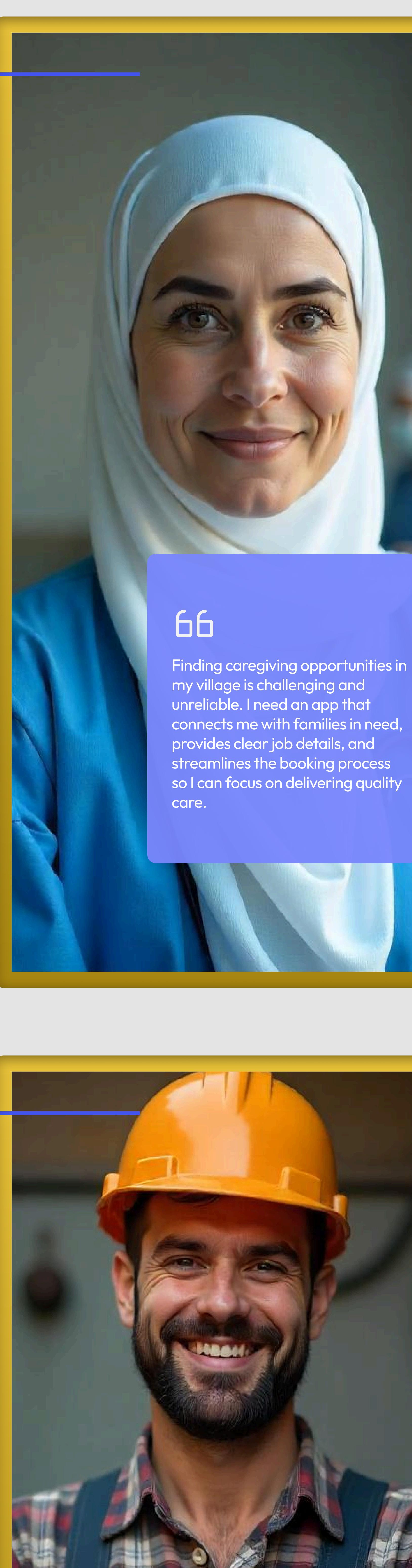
- Age:** 47
Location: El-Mansoura, Egypt
Education: B.Sc of Pharmaceuticals
Job Title: Housewife

Background & Challenges

Soad has recently relocated to a new home and is struggling to manage household maintenance. She relies on referrals from family or friends to find handymen but often faces issues with overpricing, delays, and lack of expertise. She dislikes messaging and prefers direct phone calls for communication. However, most workers she hires are unreliable, unclear about their next steps, demand high fees without spare parts, and frequently arrive late; forcing her to chase them with repeated calls.

Needs & Expectations

- Pre-Service Consultation
Compare multiple handymen's opinions and prices before hiring.
- Transparent Pricing & Spare Parts
Option to buy parts herself or through handymen with receipts and discounts.
- Punctuality & Penalties
Late arrivals result in fee deductions for reliability.
- Female Workers
Clear and hard-working women that can help in house-keeping.



66

Dealing with home maintenance issues in a new city is frustrating and overwhelming. I need an app that connects me with reliable handymen, ensures fair pricing, and offers a smooth booking process to save time and avoid constant follow-ups.

NADER ELKHAIAT

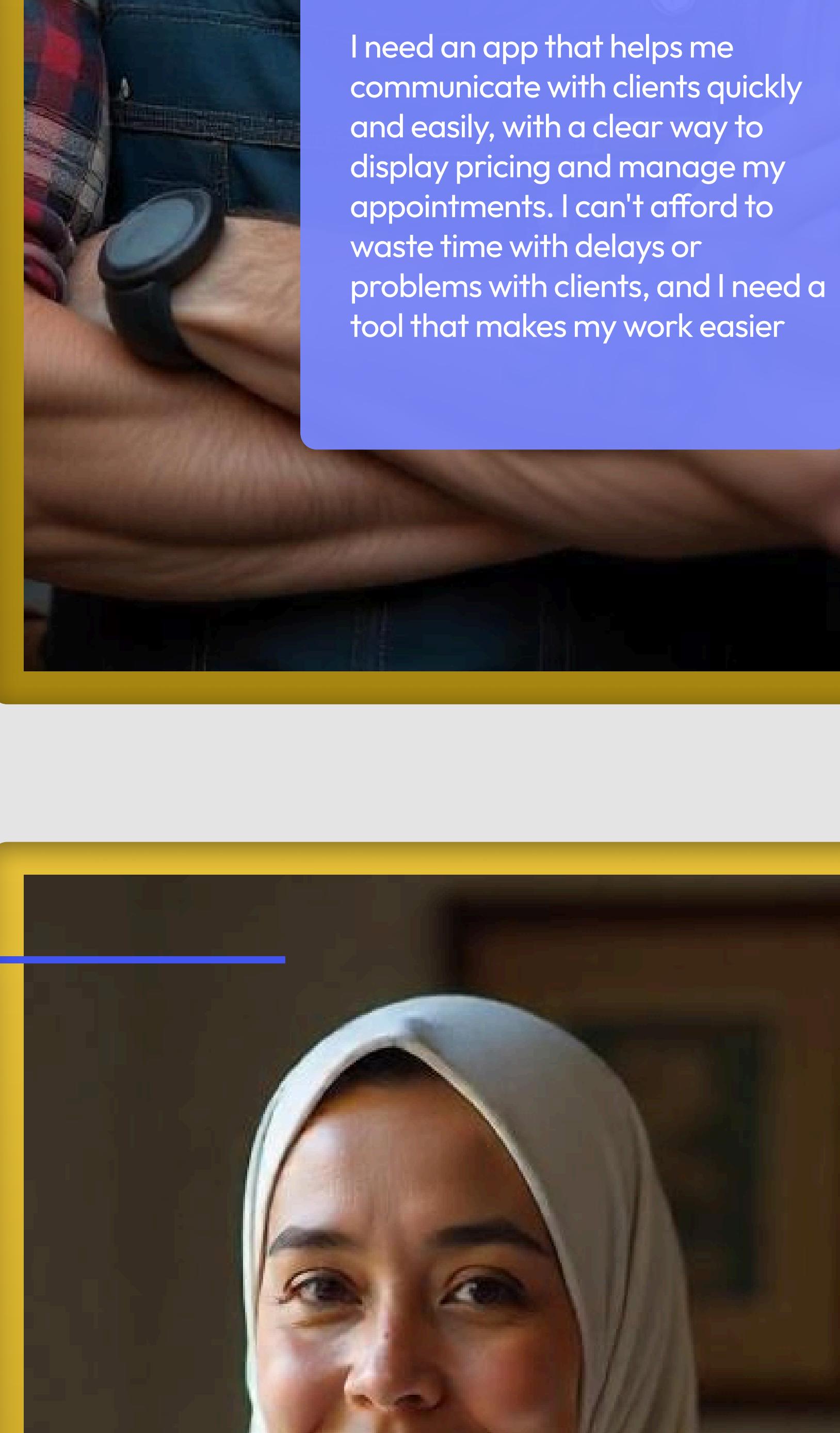
- Age:** 20
Location: El-Qalyubia, Egypt
Education: Computer Science Student
Job Title: Student

Background & Challenges

Nader, a university student who moved to a new city, struggles with frequent plumbing issues like leaks and clogged pipes. Relying on his landlord or local recommendations often leads to disappointment due to delays, sudden price increases, and poor-quality work. With his packed academic schedule, managing these issues becomes stressful and time-consuming.

Needs & Expectations

- Reliable Service
Handymen who show up on time and understand his busy routine.
- Easy Booking
A user-friendly platform that fits scheduling around his studies.
- Direct Communication
Quick and easy ways to get updates or resolve any concerns.
- Quality Repairs
Long-lasting fixes that truly resolve the problems without recurring issues.



66

Finding caregiving opportunities in my village is challenging and unreliable. I need an app that connects me with families in need, provides clear job details, and streamlines the booking process so I can focus on delivering quality care.

AMAAL ELGHOBARY

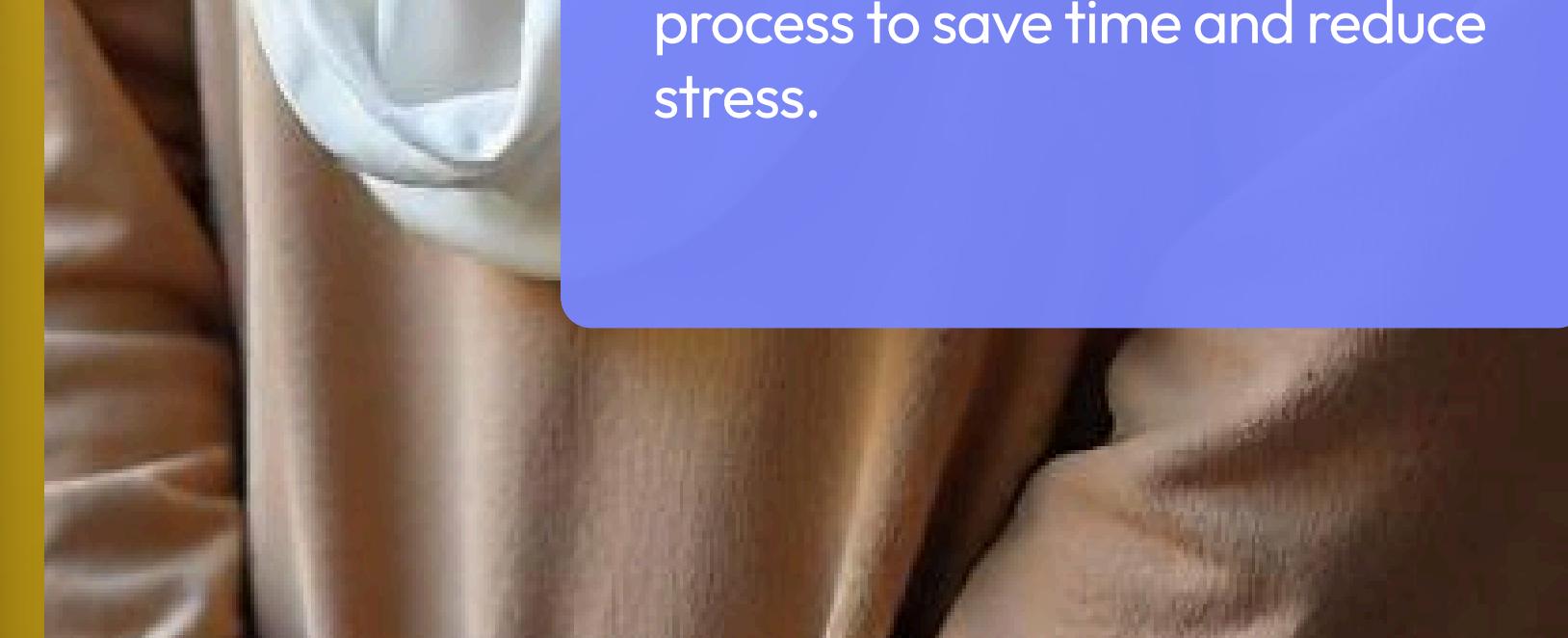
- Age:** 35
Location: Mit Assas, Gharbia, Egypt
Education: Bachelor of Nursing
Job Title: Nurse

Background & Challenges

Amaal is a dedicated nurse who loves helping elderly people in her free time. However, living in a village, she struggles to find elderly individuals who need care, often relying on word-of-mouth recommendations from friends and colleagues. The lack of job opportunities makes it difficult for her to secure consistent caregiving work, which in turn affects her ability to earn enough money to support herself. She also finds it challenging to balance her nursing job with caregiving opportunities due to the absence of a flexible scheduling system. She wishes there were an easier way to connect with families in need of caregiving support but hasn't yet discovered a solution.

Needs & Expectations

- Reliable Connections
A trustworthy platform that helps her find elderly individuals who need care.
- Flexible Scheduling
A system that allows her to balance her professional nursing job with caregiving opportunities.
- Clear Job Details
Receiving detailed information about the senior's needs, such as allergies, medications, and daily routines, to provide proper care.



66

I need an app that helps me communicate with clients quickly and easily, with a clear way to display pricing and manage my appointments. I can't afford to waste time with delays or problems with clients, and I need a tool that makes my work easier.

JALAL MOHAMED

- Age:** 45
Location: Nabaroh, Dakahlia
Education: Faculty of Commerce
Job Title: Handyman

Background & Challenges

Jalal, a 45-year-old handyman, lives in Nabaroh, Dakahlia. He graduated from the Faculty of Commerce but chose to work in maintenance and construction services. He faces difficulties in finding reliable clients and often relies on personal referrals from family and friends, which makes scheduling precise appointments challenging. Additionally, he struggles with fluctuating prices and occasional lack of clarity, leading to tension with clients.

Needs & Expectations

- Clear Pricing
He prefers an app that sets clear prices upfront, ensuring no misunderstandings with clients later.
- Appointment Management
Jalal needs a tool that helps him organize his schedule flexibly and efficiently.

Work Reputation
Jalal hopes for a system that allows clients to rate his services, helping him build a strong reputation and gain the trust of new customers.

66

Maintaining a clean home while managing a busy schedule is exhausting. I need a service that connects me with trustworthy housekeepers, ensures fair wages, and provides a seamless booking process to save time and reduce stress.

AMINA HASSAN

- Age:** 37
Location: Mansoura, Egypt
Education: High School Graduate
Job Title: Housekeeper

Background & Challenges

Amina is a dedicated housekeeper with over 10 years of experience working in different households. She takes pride in maintaining a clean and organized home for her clients. However, she often faces challenges such as inconsistent work schedules, last-minute cancellations, and delayed payments. She relies mostly on word-of-mouth recommendations but struggles to find stable, long-term clients.

Needs & Expectations

- Reliable Service
A platform that connects her with trustworthy employers who offer fair pay and consistent work.
- Fair Wages
Ensuring her efforts are valued, and payments are made on time without disputes.

Predictable Scheduling
A system that allows her to manage her work hours efficiently without last-minute cancellations.

Safe Work Environment
Feeling secure while working in different households, with verified clients and clear work agreements.