**Persona**

**Name –** Peter

**Age -** 35

**Occupation –** Doctor

**Status –** Married

**Location –** Colombo, Sri Lanka

**Role –** Customer

**Personality**

* Punctuality
* Adaptable
* Honest
* Professionalism
* Knowledgeable

**Skills**

* Time management
* Organized
* Communication
* Attention to detail

**Goals**

* To find a list of professionals to get his daily tasks, home renovations and other chores completed.
* To find the nearest service providers to his location.
* To get recommended the highest rating service providers near him.

**Motivation**

* The ability to get his daily tasks, home renovations and other chores completed without disturbing his busy life as a doctor, motivates him to use the app regularly.
* The possibility of getting the perfect service provider for the requirement based on the factors like location and service provider rating, motivates him to use the app.

**Frustration**

* Finding service providers and scheduling a date for the task manually is troublesome.
* Finding a close located and a trustworthy service provider is nuisance.

**Empathy Map**

**Says**

* + “I have a busy life as a doctor with little time to spare for my daily tasks.”
  + “I want a reliable and a fast solution.”

**Thinks**

* “Can this app really save time for me?”
* “Will this app suggest reliable workers?”
* “Can this app suggest me workers for any task I have?”
* “Do I have to learn to use another app?”

**Does**

* Research about the app asking peers and comparing pros and cons.
* Download the app and try the features.
* Post a job requirement and compare the workers suggested.

**Feels**

* Excited to use the app.
* Hopeful that the app will save his time.
* Concerned if the app will suggest reliable workers