

1st Persona

Key Attribute



Name: Noura Mohamed

Age: 30 years old

Location: Benha

Marital Status: Married with children

Occupation: Teacher

Needs

- Cleaning worker
- Babysitter
- Cook (occasionally)
- Work Type: Part-time, no live-in

Worker Preferences

- The worker should be experienced and come with trusted recommendations
- Reviews and ratings from previous clients are important in the decision-making process
- Tasks should be done quickly and efficiently
- Patience and good interaction with children are essential
- Punctuality and commitment to agreed-upon schedules

Challenges

- Difficulty in finding suitable help at the required times
- Lack of response to calls or last-minute cancellations
- Feeling unsafe when dealing with new workers
- Concerns about theft or mistreatment of children

App Preferences

- Easy-to-use interface with quick booking steps
- Access to verified reviews and ratings from past users
- Secure payment options through the app
- Background checks and documented records for all workers
- The app should be affiliated with a trusted and reputable company
- Assurance that workers will adhere strictly to scheduled times

2nd Persona

Key Attribute



Name: Samia Kamel
Age: 45 years old
Location: Benha
Marital Status: Married with 4 children
Occupation: Teacher

Needs

- Looking for a cleaning worker for part-time work, without live-in accommodation
- Prefers to choose a worker through recommendations from friends or cleaning companies
- Needs someone with experience in deep cleaning, especially in the kitchen

App Preferences

- Prefers a user-friendly and trustworthy app that provides experienced and reliable workers
- Values the presence of a rating and review system for each worker
- Prefers to pay through the app instead of using cash
- Feels safer if the worker has undergone a security check or has a documented record
- Prefers dealing with companies or responsible agencies for worker recruitment to ensure reliability

Challenges

- Finding an available worker quickly
- Ensuring high-quality and thorough cleaning

Worker Preferences

- Honesty and attention to detail in cleaning
- Preferably someone trusted and previously tried by a friend or acquaintance
- That the worker may be untrustworthy or inexperienced in cleaning