**User personas**

**Emma:**

* 23yrs old, career driven young lady with high hopes and dreams of leaving the world better than she found it.
* highly fashionable and wears nothing but designer and label clothing which she is comfortable buying online.
* High income group.
* determined to start her own business and tirelessly works on that dream after her 9 to 5 job.
* Recently graduated from university and currently in her first job
* Highly tech savvy, and given the option would rather work from a mobile device as opposed to a computer.
* Currently stays with her family in the suburbs as she still contemplating whether to leave home and move to Toronto or not.
* Wishes she could be able to control her entire life from her phone, she wants to be able to plan out her entire day and fully utilize the time she has.
* Occasionally socializes, by going to high end business events and functions, where she goes to build a strong business network

**James**

* Young male, 21 years of age currently single
* 1st year of his studies in computer programming at George Brown College.
* Still unsure on whether he is on the correct career path.
* Middle income group
* highly active individual who workouts 5days a week and also eats fairly healthy
* currently lives within the city, as he loves the big city life.
* Loves travelling and socializing with his friends during the weekend where he frequents the local bars and clubs. Socially drinks and does not smoke.
* Has a part time job as a waiter at a local Italian Restaurant, where he works over the weekends
* Has above average computer skills, and hopes to one day publish an app to the Google Play Store.
* Attends the occasional computer seminar and workshops

**Andrew:**

* 50year old entrepreneur, married with 3 adult children and 4 grandchildren
* currently owns and manages his own barbershop which he has operated in the same neighborhood for the past 15years.
* Middle income group
* Wishes to grow his business and hopefully semi-retire within the next 10years.
* Andrew has a net income of roughly 80K +
* Highest completed level of education, high school. Has dreams of someday attaining a college education, and hopefully boosting his computer skills.
* Andrew isn’t particularly familiar with technology, and would opt to walk in to a store as opposed to buy online.
* More comfortable working from his phone, Samsung s3 that he has owned for the past 4years.
* Is currently not on social media, due to the fact that he is intimidated by technology.
* Knows what he wants and is constantly looking to save

**User Stories**

**James:**

As young guy living on a student budget, I need to be able to find a cheap place to get a haircut and shave. I also wish to be alerted to promotions that are available close to me for times that I am not able to pay the full price of haircut. I also want to be able to view the barber’s portfolio along with genuine testimonials of his skills.

As a student with a busy lifestyle I wish to be able to locate a barber that is still open at late hours of the day within close proximity to me, so I can be able to get an emergency haircut when the need arises after a long day at work before going out to socialize with my friends. I seek a platform where I can rate the barber so to give my peers an idea of his skill and lack thereof.

I need an application that keeps track of my preference so I avoid having to explain to my barber each time about the work I need done.

**­­Andrew**

As a professional user of the system, I want an easy to use interface that I can fully operate from my mobile device, as I am more comfortable working from android cellphone as opposed to a computer.

I need a platform that I can use to cost effectively market and grow my business.I need an application that will independently function and do most of the work for me. I would need to be able to advertise at a lower price during slower periods, as I understand that at times a low revenue is better than no revenue.

With the experience, I have gained over the years I would want a platform where I can showcase my best work and appeal to a larger crowd than my immediate community and clientele. I need a personal account with pictures of the work I have done. I want an application where my regulars can post testimonials of the superior service I provide.

**Emma**

As a user of the system, I want to be able to directly interact with my beautician and hairdresser so I can find out if I can quickly come over for an emergency appointment. I want to be able to schedule an appointment, so as to avoid having to get to the business location and have to wait as my preferred stylist is attending to someone else.

As a highly productive and goal driven individual with a busy lifestyle, I would like to be able to get my nails and hair done from the comfort of my home at a time convenient to me and this would ultimately save me travel time, I would’ve spent driving through city traffic.

I would like to be able to view the stylists past work before making an appointment, as I do not trust just anyone with my hair. I need to be able to post reviews of the stylist, so I can recommend them to other individuals I need of quality service.

I need an application that can fully function on my iPhone, which let me find an alternate equally qualified specialist in close proximity to me, at times when I can’t make time to get to my stylist.