### **Helprs Persona**

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### **Personas Journeys and Features Over**

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### **Persona 1: Manuel “Manny” Roberts**

#### **Demographic Profile**

* **Age**: 47
* **Location**: Dallas, Texas
* **Job Title**: Owner-Operator, Landscaping Services
* **Income**: $250,000 annually
* **Education**: High School Diploma

#### **Key Beliefs & Values**

* Strong belief in working hard for personal and professional success.
* Values loyalty, consistency, and hands-on leadership.
* Prefers solutions that provide visible, immediate improvements.

#### **Behaviors & Habits**

* Primarily communicates via phone text and calls.
* Uses a mixture of digital and manual scheduling (spreadsheets and paper calendars).
* Relies heavily on peer recommendations for new technologies and tools.

#### **Primary Pain Points & Problems**

* Frustrated with inefficiencies in scheduling and payment processes.
* Overburdened by administrative tasks, taking time away from business growth and operations.
* Difficulty coordinating communications across different job sites.

#### **Motivations & Goals**

* Wants to grow revenue while maintaining high service quality.
* Aims to streamline operations, allowing more focus on strategic growth.
* Seeks faster payment cycles for both company and workforce.

#### **Product Value Alignment**

* Helprs offers a consolidated platform for seamless communication and workflow management.
* Aligns with the need for practical solutions that integrate with minimal disruption.

#### **Psychographics & Trends**

* Personality: Pragmatic, results-driven, and loyal.
* Interests: Enjoys practical innovations, outdoor activities, and meaningful work.
* Trend alignment: Drawn to tools that simplify operations without disruptive overhauls.

#### **Interaction Scenarios**

* Uses Helprs to manage payroll, significantly reducing time spent on manual calculations.
* Implements scheduling features, integrating with existing habits for minimal friction.
* Iteratively engages with the platform as it integrates into daily routines.

### **Persona 2: Barbara “Barb” McGuire**

#### **Demographic Profile**

* **Age**: 52
* **Location**: Portland, Oregon
* **Job Title**: Small Business Owner, Cleaning Services
* **Income**: $150,000 annually
* **Education**: Associate Degree in Business

#### **Key Beliefs & Values**

* Strong advocate for eco-friendly practices and sustainability in business.
* Values transparency and accountability in team operations.
* Believes in empowering employees to take initiative.

#### **Behaviors & Habits**

* Frequently checks emails for customer and employee communications.
* Prefers using apps and digital platforms to organize tasks.
* Often participates in online forums and business networks for industry insights.

#### **Primary Pain Points & Problems**

* Experiences delayed payments due to inefficient billing systems.
* Struggles with coordinating a mobile workforce effectively.
* Searches for scalable tools that grow with her business.

#### **Motivations & Goals**

* Desires to enhance client satisfaction and retention.
* Aims for operational efficiencies to redirect resources into growth endeavors.
* Motivated by the vision of expanding to more geographic regions.

#### **Product Value Alignment**

* Helprs provides digital tools to streamline communication and payment processes.
* Supports eco-friendly initiatives by reducing paperwork and enabling remote management.

#### **Psychographics & Trends**

* Personality: Environmentally-conscious, innovative, and supportive.
* Interests: Networking, sustainable business practices, and workforce development.
* Trend alignment: Attracted to digital solutions fostering sustainability and remote work.

#### **Interaction Scenarios**

* Uses Helprs to manage team schedules, ensuring coverage is maintained.
* Digitizes communication through streamlined contact options on the platform.
* Capitalizes on financial tools to enhance billing efficiency and reduce delays in cash flow.

### **Persona 3: Thomas “Tom” Nguyen**

#### **Demographic Profile**

* **Age**: 45
* **Location**: Miami, Florida
* **Job Title**: Electrical Services Business Owner
* **Income**: $400,000 annually
* **Education**: Bachelor’s Degree in Electrical Engineering

#### **Key Beliefs & Values**

* Believes in continuous improvement and learning within his field.
* Values strong customer relationships and high craftsmanship standards.
* Committed to technological integration for business advancement.

#### **Behaviors & Habits**

* Regularly uses software to analyze business performance.
* Tech-savvy; invests in apps that offer comprehensive analytics.
* Engages in industry webinars and educational events.

#### **Primary Pain Points & Problems**

* Time-constrained due to extensive hands-on business involvement.
* Encounters recurring scheduling conflicts affecting service delivery.
* Finds fragmented communication systems hamper team effectiveness.

#### **Motivations & Goals**

* Strives to maintain a leading-edge position in electrical solutions.
* Aims to delegate more, facilitating professional development and personal time.
* Seeks to optimize scheduling to maximize service capacity.

#### **Product Value Alignment**

* Helprs enables robust planning and coordination, enhancing business efficiency.
* Provides actionable insights for strategic decisions through integrated analytics.

#### **Psychographics & Trends**

* Personality: Analytical, strategic, forward-thinking.
* Interests: Tech innovations, professional growth, and efficiency optimization.
* Trend alignment: Invests in advanced, integrated solutions supporting business scalability.

#### **Interaction Scenarios**

* Employs Helprs for comprehensive scheduling and resource allocation.
* Leverages the platform’s analytics to identify operational bottlenecks and opportunities.
* Enhances team communication through consolidated communication features.

### **Persona 4: Carlos “Carl” Martinez**

#### **Demographic Profile**

* **Age**: 50
* **Location**: San Diego, California
* **Job Title**: Owner-Operator, Moving Company
* **Income**: $300,000 annually
* **Education**: High School Graduate

#### **Key Beliefs & Values**

* Values punctuality and precision in service delivery.
* Believes in the importance of a tightly-knit team and reliable service.
* Prioritizes customer satisfaction and referral-based growth.

#### **Behaviors & Habits**

* Relies on repeat business and referrals through word-of-mouth.
* Prefers using simple but effective tools for scheduling and coordination.
* Frequently interacts with customers and employees via cell phone.

#### **Primary Pain Points & Problems**

* Faces logistical challenges in managing multiple moving crews.
* Scheduling conflicts frequently arise with client bookings and employee availability.
* Experiences difficulties ensuring timely payments and tracking expenses.

#### **Motivations & Goals**

* Aims to expand service offerings to include packing and storage solutions.
* Seeks to minimize operational chaos and improve scheduling coordination.
* Desires to optimize payment processes for faster turnaround.

#### **Product Value Alignment**

* Helprs provides solutions to streamline crew coordination and booking processes.
* Offers centralized communication tools, enhancing operational transparency.

#### **Psychographics & Trends**

* Personality: Practical, customer-focused, and organized.
* Interests: Community engagement and streamlined operational processes.
* Trend alignment: Interested in tools that simplify logistics and enhance efficiency.

#### **Interaction Scenarios**

* Utilizes Helprs to manage crew assignments and customer schedules, reducing conflicts.
* Implements financial features to track payments and expenses with greater accuracy.
* Accesses the communication platform for smoother interactions among teams and customers.

### **Persona 5: Susan “Sue” Taylor**

#### **Demographic Profile**

* **Age**: 48
* **Location**: Chicago, Illinois
* **Job Title**: Business Owner, Painting Services
* **Income**: $180,000 annually
* **Education**: Bachelor’s Degree in Fine Arts

#### **Key Beliefs & Values**

* Passionate about artistry and quality craftsmanship in every project.
* Values creativity alongside precision and accuracy.
* Committed to sustainable practices and eco-friendly materials.

#### **Behaviors & Habits**

* Balances creative project planning with operational logistics.
* Uses digital portfolios and social media for client engagement and marketing.
* Relies on team collaboration and communication tools for project execution.

#### **Primary Pain Points & Problems**

* Manages team and material logistics across multiple project sites.
* Experiences delays in procurement and client approvals.
* Needs efficient systems for managing payments and billing.

#### **Motivations & Goals**

* Wants to build a strong brand reputation centered on quality and sustainability.
* Seeks to enhance customer experience and streamline project timelines.
* Aims to expand the business to include interior design services.

#### **Product Value Alignment**

* Helprs supports project tracking and communication, aligning with Sue’s attention to detail.
* Offers tools to manage client communication and expedite payment processes.

#### **Psychographics & Trends**

* Personality: Artistic, meticulous, and visionary.
* Interests: Home design, green solutions, and community art initiatives.
* Trend alignment: Favors digital tools that promote creativity while enhancing efficiency.

#### **Interaction Scenarios**

* Employs Helprs to manage painting schedules and project timelines effectively.
* Leverages communication tools for client consultations and approvals.
* Uses financial management features to streamline billing and payments.

### **Persona 6: James “Jim” Wallace**

#### **Demographic Profile**

* **Age**: 46
* **Location**: Denver, Colorado
* **Job Title**: Owner, Handyman Services
* **Income**: $150,000 annually
* **Education**: Vocational Training in Carpentry and Home Repair

#### **Key Beliefs & Values**

* Believes in the value of a job well done and high-quality craftsmanship.
* Values trust and reliability in client interactions and service delivery.
* Committed to delivering versatile and adaptable services.

#### **Behaviors & Habits**

* Maintains flexible work schedules, often responding to urgent service calls.
* Uses digital tools to coordinate and log work orders and service calls.
* Often juggles multiple tasks, leveraging task management apps.

#### **Primary Pain Points & Problems**

* Struggles with time management due to the unpredictability of service requests.
* Handles fragmented communications across multiple channels.
* Encounters cash flow issues from delayed client payments.

#### **Motivations & Goals**

* Aims to establish a reputation for comprehensive, reliable service.
* Seeks to improve operational efficiency in managing work orders and tasks.
* Desires to expand service coverage area to include neighboring communities.

#### **Product Value Alignment**

* Helprs provides a single platform to manage scheduling, service tasks, and client communication effectively.
* Supports billing automation, enhancing cash flow management and payment tracking.

#### **Psychographics & Trends**

* Personality: Dependable, versatile, and quick-thinking.
* Interests: Home improvement, community service, and innovative repair techniques.
* Trend alignment: Attracted to flexible, adaptive solutions that simplify service management.

#### **Interaction Scenarios**

* Uses Helprs to track service requests and optimize scheduling efficiency.
* Utilizes communication tools for quick responses to clients in need of immediate service.
* Engages with financial features to streamline invoicing and reduce payment delays.