

PERSONA 1: Alice



"I want to clean my house and do landscaping for my backyard."

Alice is an old women that lives alone. She is 65 yrs old, Asian. She has a son, that is a salary man. Due to the son's work location, he lives far away from her. She lives alone right now. Her habits are watching show online, and invent more recipe for cuisine, bakery and cake. Since her habit has watching show online, she got some basic sense of web browsing, but it only ends there, she know nothing about wifi connecting, phone setting, laptop uninstall app and things similar to these that a bit more advanced. She feels those are too complicated.

She was able to do house cleaning and landscaping by herself when she just retired. However, as time goes, she can feel that her body does not allow her to do those activities by her own. Also, she does not want to disrupt her son's work that may take a long range driving. Thus, she is seeking for a help of completing those tasks by outer force. She is seeking to find someone that can help her done cleaning and landscaping. She uses this platform a few weeks once.

PERSONA 2: Ray



"I want to do my makeup for important meeting."

Ray is a salary man that is working on area of civil engineering. young adult, thirties. He is intelligent, so he is good at adapting new tech. He is working very hard, his schedule is full, incidents comming one by another, very time crunching and has not much free time. Most of his food source is solved by online ordering and company offering. He does not has any habit other than doing home bartending. He does not has a wife, lives alone. Thus he has hired domestic helper once a week for house cleaning.

Recently, there's one thing he concerns a lot. He got a meeting that would be hosted in tomorrow. He thinks this meeting is very crucial, and due to the pressure, he does not got a good sleep for recent days. Thus, his appearance got affected and he is worried that he has to carry this tired face to the meeting. Since meeting is a tomorrow, he doesn't that his friends got time to do him a makeup. At this time, he remember that his friends have mentioned about a platform called eBeauty. On there, he can call service providers who do makeup and they will come to your house, complete the request you have fast and efficiently, he would give it a try.

PERSONA 3: Jack



"I want to have a haircut without going out.

Jack is a 20yrs old male university Statistic student that has some leg disabilities. He joint rent with his friend so he got some help from his friend for basic living. Due to his leg condition, he prefer and more tend to stay at home. His habits are activities without actually exercising body. He likes video gaming, watching comics and sewing. Since he got more time to deal with his laptop and he's still young, he adapts new technology pretty fast.

One problem for him that he and his friend cannot solve is haircutting. Since he lives in a residential area that does not have much facilities near to it, having a haircut means the need of taking public transportation. It is really inconvenient for him to do just for a haircut. This bothers him a lot. He heard from his friends that on eBeauty there are service providers that would arrive to his home and barbering for him. He would like to use this platform once needed to, not limited to barbering.

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