

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 source of income.

Jack is a 29yrs old male engineer, single. He lives on his own with his cat. He was working hard and got no free time for develop his own habit. He works overtime until eight. He does not smoke, not drink. But he does not sleep much due to his work. Leaving tiredness and pressure to next day that his doctor friend usually suggests him to work less.

Recently, he quits his job because his body does not support the workload in the company he originally worked for. Even though he does not have a job now and can take his time to relax, he dees not know what to do and decided to earn some secondary income. At this time, he recalled the part time job he did in his whole university career. It is a job about massage. He heard from his colleagues that they usually called masseurs to their home to take out the work's stress on a platform called eBeauty. He believes this is a good chance to try this out.

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