

## PERSONA 1: Alice



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

Alice is an old woman that lives alone. She is 65 yrs old and Asian. She has a son, that is a salaryman. Due to the son's work location, he lives far away from her. She lives alone right now. Her habits are watching the show online, and inventing more recipes for cuisine, bakery, and cake. Since her habit is watching the show online, she got some basic sense of web browsing, but it only ends there, she knows nothing about wifi connecting, phone setting, laptop uninstall the app, and things similar to these that are 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 by, she can feel that her body does not allow her to do those activities on her own. Also, she does not want to disrupt her son's work which may take long-range driving. Thus, she is seeking some help in completing those tasks by outer force. She is seeking to find someone that can help her do cleaning and landscaping. She uses this platform for a few weeks once.

## PERSONA 2: Ray



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

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

Recently, there's one thing he is concerned about 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 get a night of good sleep in recent days. Thus, his appearance got affected and he is worried that he has to carry this tired face to the meeting. Since the meeting is a tomorrow, he doesn't that his friends got time to do his makeup. At this time, he remember that his friends have mentioned a platform called eBeauty. On there, he can call service providers who do makeup and they will come to your house, and 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 to 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 the next day that his doctor friend usually suggests he 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 does not know what to do and decided to earn some secondary income. At this time, he recalled the part-time job he did throughout his whole university career. It is a job about the haircut. He heard from one of his otaku friends that he usually called a barber to his home to do him a haircut on a platform called eBeauty so he would not have to go out. Jack believes now is a good chance to try this out.

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