

## PERSONA 1: Alice



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

Alice is an old women that lives alone. She has a son, but due to son's work, he lives far away from her. She heard her son talking about eBeauty before that he used this platform to clean his room pretty efficiently. She is able to do the daily based work like cooking and taking shower, but house cleaning and doing landscaping is a bit of challenging work for her. She does not want to disrupt her son's work that may take a long range driving. 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 does not know how to do makeup. He got a in-person meeting that is very crucial, so he think having some makeup is a way of paying respect to it. This meeting is going to be start hosting a few hours later, so the time is pretty crunching. He heard ebeauty from his friend before that the tasks including makeup would be completed pretty fast, so he would give it a try. After then, everytime he got a meeting, he would consider about ebeauty.

### PERSONA 3: Jack



**"I want to have a haircut without going out.**

Jack is a 20yrs old male that has some leg disabilities. Due to his condition, he prefer and more tend to stay at home. For him, having a haircut meaning need of taking public transportation and 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.

Referencing images are all from: <https://generated.photos/>