

Persona 1: Service Provider – Sandra Arterberry



Sandra Arterberry is a twenty-four year old part-time student studying at Centennial College, enrolled in a Business Administration - Marketing program. She is a single mother of two children aged three and five. She rents an apartment and lives with her two kids and her sixty year old mother. Her mother is retired and therefore has no source of income. While she is out, her mother helps her to look after the kids.

Before becoming busy with taking care of her children, Sandra used to spend her free time exploring different kinds of makeup by applying them on her friends for free. After discovering that she has a talent for makeup, she got interested in becoming a makeup artist as a side job. So she recently did a Beauty and Hair Cutting certificate from Canadian Beauty College and she hopes to use that certificate to get a sustainable source of income as for now she has no source of income other than what she earns from OSAP and child benefits. As a part time student she wants to earn money and support her family.

As studying takes up most of her time, she has no time to open a small business and promote herself. She wishes that there could be a way through which she might get clients without spending much time on self promotion. She wishes not to join a beauty salon as she wants to have flexible working hours so that she could keep up with her courses and spend some time with her family.

Persona 2: Client – Heather Mary



Heather is a seventy-five year old retiree with four children and grandmother of eight. She lives with her seventy-eight year old husband in their own home, in a small town but a short drive to Toronto. As a retiree, she spends her everyday time baking, gardening, reading, and knitting.

She owns a smartphone and has access to the internet, in which she uses it to connect with her children and grandchildren every now and then by calling or video calling them. She prefers to meet them in-person, but her children are busy with work and taking care of the family, while her grandchildren are busy with school with some starting college already. All of her children live far away from her, with three of them taking a couple hours by car to reach her home, and another one living in California with their family.

She does not drive anymore and uses a walker to get around. She likes to get her hair cut every one to two months, but going to the salons that are mostly reachable by driving is now a difficult task for her. She would ask her children for a favor, but they all live far away and she herself wants to be independent. She invites her family for dinner every two to four weeks and likes to use makeup before meeting them, but now she finds that it takes too much effort for her to do her own makeup and would like someone to do it for her. Once in a while, she also invites her friends to knit together as gifts for their grandchildren and wants to be presentable when meeting them. Heather wishes to find a way for her to get a haircut and her makeup done with ease and comfort, in which she can book and receive the beauty services in the comfort of her own home without having to commute.

Persona 3: Client – Harry Wilkins



Harry Wilkins is a 38-year-old man who lives with his wife Julia Wilkins and their children Amelia and Jack in a luxurious, lavish mansion in Toronto. He is the founder of the multimillion-dollar company, CartPrime, and he owns stocks in several companies such as Google, Apple, and Amazon. He is a huge fan of the Toronto Raptors, so he spends a lot of his spare time supporting them live in the Scotiabank Arena.

His weekday routine typically consists of going to work from 9-5, then spending time with his family for the rest of the evening, which involves either board games, playing golf, or even bringing his whole family to watch the Raptors courtside. He is a hardworking man, and usually skips breakfast to get to his office before anyone else. For lunch, he eats out with his employees at a nearby Michelin Star restaurant, and for dinner, he typically eats at home with his whole family or at a Thai restaurant near the Scotiabank Arena. As packed as his weekdays are, his weekends are also quite hectic as he frequently goes on business trips around Canada to meet with clients and business partners.

As the face of his company, looking presentable in every meeting is of utmost importance. So oftentimes when the Raptors are playing and he's out of town to attend a meeting the next day, he has to prioritize getting a fresh haircut instead of livestreaming the game in the comfort of his hotel. As a successful businessman who has the means to live comfortably, he wishes that there is some way to pay for a service that conveniently brings these beauty services right to his doorstep, wherever, and whenever.