

Personas



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MARTHA WILLIAMS

Martha is a 24-year-old cosmetology graduate and recent entrepreneur. She lives in a small apartment in downtown Toronto with 3 other roommates, in hopes of saving money on rent. She recently quit her job as a hairstylist at a local salon to start her own solo business in the hopes of having more creative control and freedom. Back in her cosmetology school days, she noticed a lack of diversity in the hair styling industry, especially for curly hair and natural Black hair. She hopes to provide specialized services to them because she understands the struggle and spent lots of time trying to learn what works best for her hair.

Martha is somewhat introverted and has very little experience with business and marketing so she has been having a difficult time connecting with potential customers. Her roommate recently suggested that Martha set up her own website to promote her new business, but having no coding or design experience, Martha was intimidated by the idea. As she recently quit her job, she is tight on money and does not have the money saved up to hire someone. However, Martha is relatively tech-savvy as she spent much of her time at her previous job connecting with and logging information about the clients through excel and on the salon's management system. She also shops for clothes, food, and other essentials online so she understands the importance of good online presence and hopes to leverage it for her business, but in a way that requires minimal setup on her end so that she can spend most of her time improving her skills as a hairstylist.

JONATHON AMBLE

Jonathon is a 45-year-old retired construction worker and stay-at-home parent with two daughters ages 9 and 12. He lives in a small bungalow in Scarborough and has been in a wheelchair for approximately 5 years as a result of a motorcycle accident that left his legs paralyzed. Since he had to give up his construction job, his wife became the only person working in the household, and he decided to take on the role of stay-at-home parent. Over the past 5 years, he has found ways to do everything around the house even with his wheelchair and has stayed positive about his progress.

Jonathon isn't very tech-savvy. He recently made the switch from a flip phone to a used smartphone after much convincing from his wife and kids. Surprisingly, he has found it very useful to play mobile games to pass the time and even order food online. He wants to learn more about the Internet.

Jonathon's younger brother is getting married next week. He wants to look his best, so rather than cutting his own hair at home like he usually does, he wants to go to a barbershop. Unfortunately, his favourite barbershop isn't wheelchair friendly. In fact, most barbershops in the city aren't. He thinks that the Internet may be able to help him, by finding someone who can come to his home and cut his hair the way he likes it. Since he is still an amateur with the Internet, he needs a very simple process that will let him find a barber, schedule the haircut, and pay. He never buys anything without reading the reviews, so he would also need to see good ratings and pictures of previous haircuts so that he can look good for the wedding.



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LAMIA KHAN

Lamia is an 18 year old first-year student studying business at the University of Toronto. She's an international student from Bangladesh living at the dorms downtown and this is her first year away from home, so she is both loving the freedom and plagued by homesickness. Lamia is delighted by the fact that even though she's in Canada, there is a thriving Bengali community and even makes a Bangladeshi friend in a shared class. However, this will be the first Eid that Lamia spends miles and miles away from her family, so she's certain this will be the worst Eid of her life without her friends or extended family to spend it with.



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Nonetheless, she will try her best to have fun and do the same rituals as she would if she were back home. She buys herself a new lehenga from one of the many stores at Gerard Street, she practices making polao so that she will be able to make her best one on Eid, and she makes some online Eid cards that she will send her younger nieces and nephews on WhatsApp.

The day before Eid, on her videocall with her cousin, she compliments their henna before realizing she had completely forgotten to get her own done. Back home, she would get it done from her cousins or her neighbour but she doesn't know anybody here who does henna. She asks her friend Bangladeshi friend Raisa but the 2 people she knows who does henna are fully booked until after Eid.

Like most people her age, Lamia turns to the internet for help. She is tech-savvy and visits countless websites each day, so she can intuitively navigate websites but if it is needlessly complicating or seems sketchy, she will click away without regrets. She would like one website where she's able to find all the people doing henna nearby who have a slot available at her needed time. She's a university student and has to keep price in mind, so a feature to indicate how relatively expensive each choice is much appreciated. She would like to be able to see the photos of each business' henna and the customer ratings and reviews before making her decision.

KRITIKA PANDAY

Kritika is a business-oriented student taking part in the New Venture program who wants to make people's lives easier by connecting service providers with people seeking the service at their home. She has spent much of her time over the last 2-3 months working on Amorr, and wants it to be a trustworthy, user-friendly website where the two parties can find each other to fulfill their needs.

To ensure the trustworthiness and quality of providers and services, Kritika wants to be able to manually approve providers who sign up, so that she can research the legitimacy of the provider before allowing it to be visible to customers. Additionally, she wants to be able to restrict users to moderate activity.

As her business grows she wants to also delegate this admin role to more teammembers for better productivity.



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