



## **Joshua Lee**

45 Years Old

Based in Toronto, ON, Canada

### **About**

Joshua Lee is a father of 3 kids. His kids are Michael, 8 years old, Susan, 11 years old, and Samson 13 years old. He is a husband to a loving wife, Emily. Lastly, he is a landlord. He owns two houses, one where he lives and the other that he rents out to three tenants. Joshua has a Bachelor's degree in Computer Science, and works a 9:00 a.m. - 5:00 p.m., Monday to Friday, at a tech firm as a product manager. He finds his job stressful from tight deadlines and heavy responsibilities, but also quite rewarding when a project is finally complete.

In his free time, Joshua likes to be active going on walks or bike rides with his kids, along with going on outings with his wife. From time to time Joshua will also spend the weekend on camping trips with his friends.

Since Joshua is a landlord, on many weekends he has to take time to go to his rental property to do maintenance work, such as cutting the grass, fixing leaky pipes, fixing broken outlets, etc. For larger issues he will hire professionals to work, but he is nervous about the quality of work that these professionals will provide. This nervousness stems from bad experiences with underqualified workers that he mistakenly hired in the past.



## **May Parker-Jameson**

38 years old

Calgary, Alberta, Canada

### **About:**

May Parker-Jameson is a 38-year-old single mother. She has three children aged 5, 8, and 12, and works as a registered nurse at a local hospital, earning \$65,000 a year. May's job is demanding with varying shifts, including nights and weekends, making her schedule quite hectic. Despite her busy life, she finds fulfillment in her work and enjoys spending quality time with her kids through activities like movie nights and visiting local parks. Her free moments are often spent reading, gardening, and attending community events.

As a homeowner, May faces significant challenges with home maintenance due to her lack of time and expertise. Past experiences with repairmen have been negative, with some trying to scam her or treating her condescendingly because she is a woman. This has made her cautious and stressed about hiring professionals for repairs. She needs repairmen who are kind, communicative, and understanding, as respectful interactions and clear explanations are crucial to her. Additionally, ensuring the safety of her home and children is a top priority, and she wants to feel secure with the professionals she hires.



**Tyler Evans**

**24 Years Old**

**Completed Red Seal Exam Recently**

**About:**

Tyler Evans is a 24-year-old recent graduate based in Halifax, Canada. He has just completed his electrician course at a local college and is eager to build his career in home repairs. With his certification in hand, Tyler is enthusiastic and motivated to establish himself as a reliable and skilled electrician in his community. He lives in a small apartment downtown and is currently single, which allows him to dedicate a significant amount of time to growing his clientele and honing his skills.

Tyler's primary goal is to build a solid reputation and a steady stream of clients. He understands the importance of trust and reliability in the home repair industry and strives to provide excellent service to every client. Being new to the field, Tyler is focused on gaining as much experience as possible and tackling a variety of electrical issues, from simple repairs to more complex installations. He is tech-savvy and uses various online platforms and social media to market his services and connect with potential clients.

As a young professional, Tyler values feedback and continuous improvement. He actively seeks client reviews and uses them to enhance his skills and service quality. He is keen on leveraging the app's capabilities to see job postings from potential clients, allowing him to find opportunities that match his skill set and availability. Tyler aims to offer transparent communication, fair pricing, and a friendly approach, ensuring his clients feel comfortable and satisfied with his work. His ultimate goal is to build a loyal client base and establish himself as a go-to electrician in Halifax.