

## **Persona 1: Emily Stephens**

Age: 26

Occupation: Freelance Graphic Designer

Location: Toronto, Ontario

Education: Bachelor's degree in Fine Arts

Background:

Emily has been working as a freelance graphic designer for the past five years. She enjoys the flexibility of freelancing but often struggles to find reliable clients. She uses social media and freelance platforms to showcase her work and attract new business. Emily lives in a small apartment with her cat, Luna.

Motivations:

- \* To find potential clients for her graphic design services.
- \* To save money by exchanging her design skills for other needed services, like website development or marketing.
- \* To network with other creative professionals and potential clients.

Challenges:

- \* Inconsistent income and the high cost of living in downtown Toronto.
- \* Difficulty in finding trustworthy and skilled professionals for services she needs.

## **Persona 2: Carlos Juarez**

Age: 45

Occupation: Plumber

Location: Markham, Ontario

Education: Certification in plumbing

Background:

Carlos is a plumber with 20 years of experience. He runs a small plumbing business and often finds himself needing services like accounting, marketing, and website maintenance but finds them expensive. He is married with two children and enjoys spending weekends fishing with his family and playing pickleball with friends.

Motivations:

- \* To find affordable professional services to help run his business more efficiently.
- \* To increase his customer base.

Challenges:

- \* Limited budget for hiring professional services.
- \* Limited time to spend finding professionals for non-plumbing services.