

Persona 1: Paula Williams

Age: 26

Occupation: Freelance Graphic Designer

Residence: Toronto, Ontario

Education: Bachelor's degree in Fine Arts

Background:

Paula 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. Paula lives in a small apartment with her boyfriend.

Her goals are to find potential clients for her graphic design services. Also to save money by exchanging her design skills for other needed services, like website development or marketing. As well as to network with other creatives and potential clients.

Some challenges she faces are inconsistent income and the high cost of living in downtown Toronto. And difficulty in finding trustworthy and skilled professionals for services she needs.

Persona 2: Carlos Juarez

Age: 45

Occupation: Plumber

Residence: 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.

His goals are to find affordable professional services to help run his business more efficiently. To get local advertising without high cost. And to increase his customer base.

Some challenges he faces are having limited budget for hiring and professional services and limited time to spend finding professionals for non-plumbing services.

Persona 3: Tammy Mansard

Age: 32

Occupation: Elementary School Teacher

Residence: Calgary, Alberta

Education: Master's degree in Education

Background:

Tammy is an elementary school teacher who loves spending her free time on creative hobbies. She enjoys baking, handmade arts and crafts, and gardening. Tammy often gives her creations as gifts or uses them to decorate her home and classroom. She is active in local hobbyist groups and frequently participates in craft fairs.

She would like to find opportunities to trade her baking and crafting skills for other services, such as home repairs or tech support. She would also like to connect with other hobbyists and enthusiasts to share ideas and collaborate on projects.

A challenge she faces is having a limited budget for home improvements. She also has trouble finding ways to monetize or make use of her hobbyist skills.