

**Name:** David Jones

**Age:** 47

**Occupation:** Manager in a Service Industry

**Picture:**



**Description or quote:** David has been working in the service industry for the past 7 years as a manager on a six-day 9-7 schedule. He has a wife and two sons, and wants to spend time with them on weekends.  
He prefers to have a scheduled workflow.

**Goals:**

Pre book a convenient timeslot before visiting salon  
Virtually check how a hairstyle would look on him

**Frustrations: (pain points)**

Long waiting times at salons  
Dissatisfied with the received hairstyle  
Unprofessional and rude staff

**Needs and Expectations:**

Book appointments quickly, without having to give a lot of information  
Genuine reviews by actual customers  
Ability to give anonymous reviews and reports  
Multiple payment methods be supported