



## Lillian, Homeowner

### General info

**Age** 29  
**Location** McDonough, GA  
**Occupation** Nurse Practitioner  
**Family** Single, no children  
**Income** \$98k/yr

### Bio

As a nurse practitioner, Lillian spends most of her time traveling and at work. Outside of this, Lillian likes to buy investment properties and rent them out for extra income. Lillian is in constant need of various handyman and construction services based on the property and its needs. Lillian is in search of a seamless and reliable website to find contracting services.

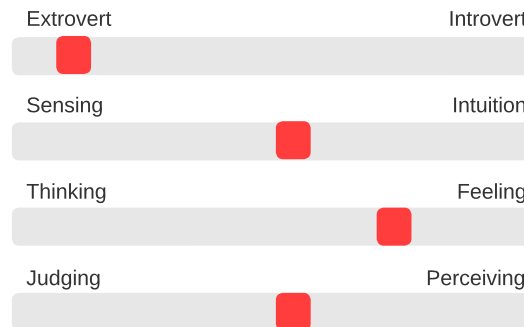
### Goals

To find reliable contractors and handymen  
 Fix damages or remodel her home  
 To easily explain her scenario  
 Wants to receive free estimates of projects

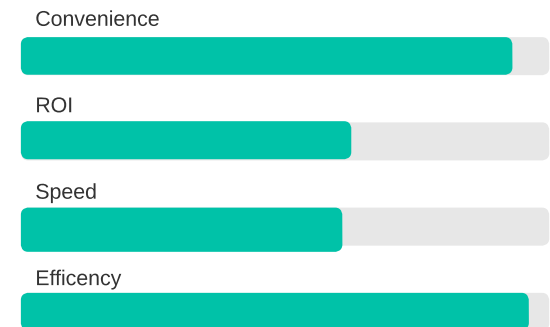
### Frustrations

Not many websites available to find reliable work  
 Websites are collecting too much personal information prior to being connected with a contractor  
 Tech savvy - wants website to be intuitive

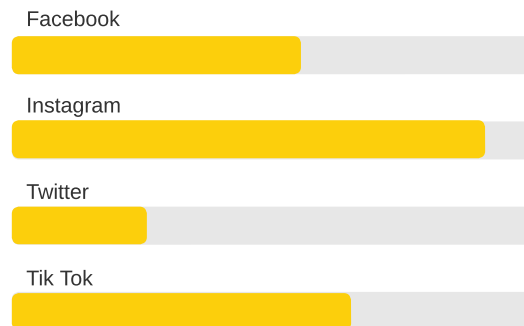
### Personality



### Motivations



### Preferred channels





## Garrett, Handyman

### General info

**Age** 37  
**Location** Decatur, GA  
**Occupation** Electrician  
**Family** Married, 2 children  
**Income** \$55k/yr

### Bio

Garrett has been a licensed electrician since he was 21 and has worked in the field most of his career. His last job was with Atlanta Public School district but due to the impact of COVID-19, and students being at home for two years, Garrett was laid off. Garrett has decided to open up his own company Johannson Electrical, and is now in search of work.

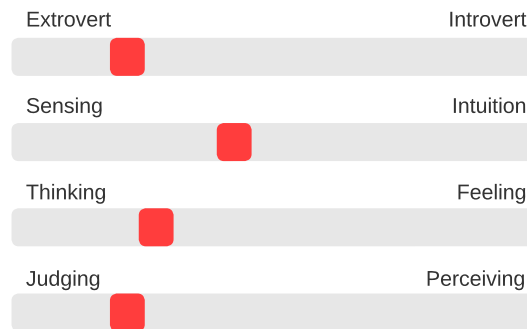
### Goals

To find solid leads for jobs  
Gain sub-contracting work  
Expand his services to Mero-Atlanta area  
Wants to create a full profile listing his services  
Wants to be able to list certifications

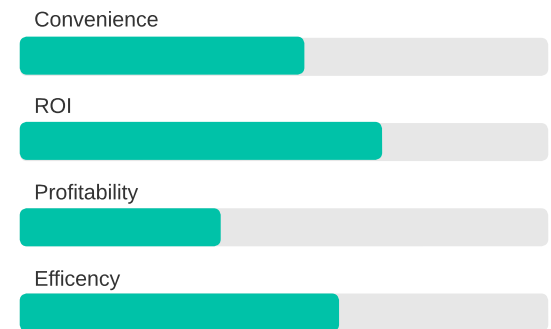
### Frustrations

Not many websites available to list his services  
Not getting solid leads from other companies  
Not tech savy - wants to enter information easily

### Personality



### Motivations



### Preferred channels

