Lisa Sinn
INFM482
Dr. Liu
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Personas

Amanda:

is an 18 year old student who is about to graduate from high school. She wants to celebrate and commemorate her achievement by dressing up her appearance for graduation day. She is looking for a nail technician that will offer available time slots that align with her timely needs. She hopes to secure an appointment before the graduation ceremony, so that all of her beauty appointments are scheduled smoothly. With Nal's Nails' listed time slots, Amanda is able to select a choose a reasonable time and day that works with her schedule.

Nana:

wants to find nail technicians who do more than paint simple colors on nails. She wants to spruce up her nails by achieving a particularly fancy design. Not many nail technicians that she's been to in the past have been experienced enough to create fancy nail designs. With the viewable gallery of Nal's Nails, Nana can view the types of designs that Nal can create. Nana can also communicate with Nal through the contact form for a design consultation.

Crystal:

is tired of paying high prices for mediocre service at large nail salons. She notices that even with the high prices she pays at large nail salons, the nail technician that serves her won't get paid as much without a large tip. even with large tips, Crystal notices that the tips will sometimes be split amongst a large team of employees. Crystal wants to find a local nail business where she knows her payment will directly benefit the nail technician, while also receiving stellar service. On Nal's Nails' "About" page, she can affirm that her patronage will 100% benefit the small business.