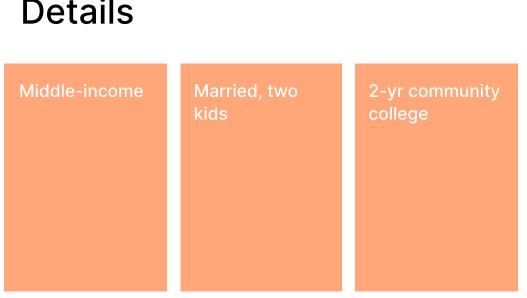
Week Two

Proto-Personas and Storyboards give a pulse, a human perspective, to our product. We are clarifying whose needs we're solving.



Demographic **Details**



Personagraphic



and re			
			Likes conve and re struct online



Actions

Behaviors



Needs

Need for an existing service. Lower cost (yard maintenance, vehicle maintenance)	Their time has value that needs to be considered.	Wants to lear and do repair etc himself, thus looking to in person services.
Working w/ anyone without knowing anything about	Appreciates some guidance to understand the value of the	

Pain Points

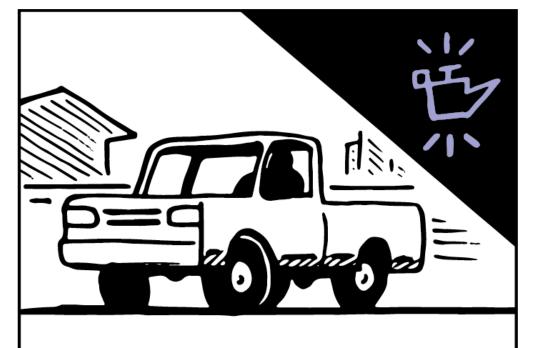
Service must be convenient.	A scheduling function is important.	Easy onboarding / training.

Storyboard One

Alex 41, Grocery Store Manager Working overtime while his grocery store is understaffed.



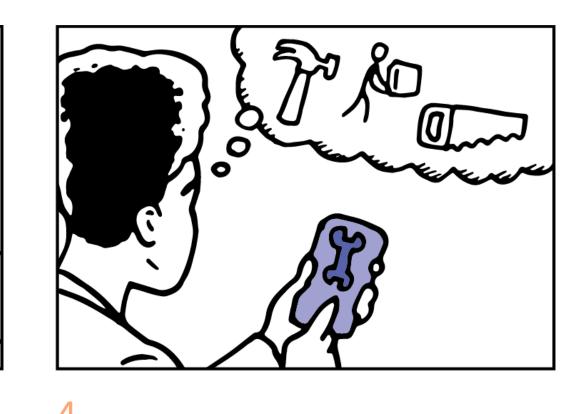
Alex has been working overtime while his grocery store is understaffed.



He drives his truck to work every day and it needs an oil change.



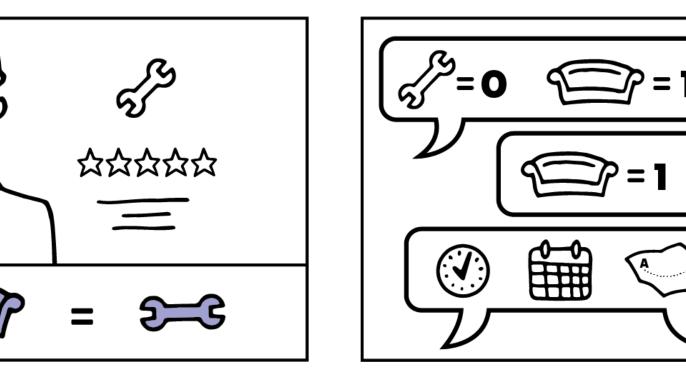
Alex doesn't want to pay a lot to take the car into the shop, especially since he may have to miss work to do so.



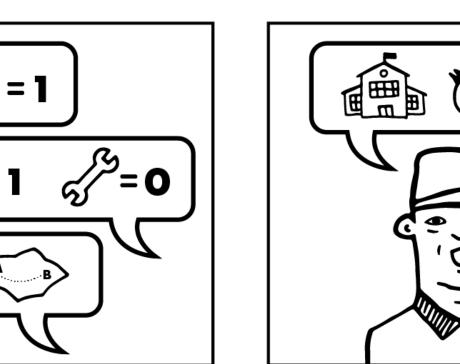
and realizes he can offer his handyman skills on a puts in that he's available for handyman skills, moving help and woodworking, and searches for



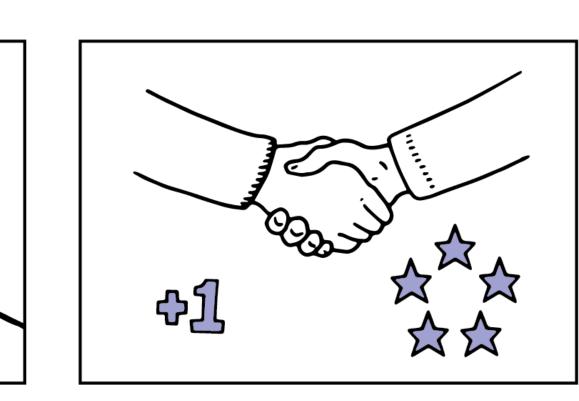
He finds several mechanics within five miles of his area.



Alex looks through the first few matches to make sure it is someone that he can trust before deciding schedule a time for an oil change, where afterwards to message the second option, who is looking to trade for help moving a couch. agree on a time and date, meet up, and complete their tasks.



neighborhood and has children that go to the same school as Alex's children, and are able to connect



Afterwards, both add each other as friends on TradeJam in case they each need more help in the future and give each other reviews.





Demographic Details

Single	College educated, BFA	Middle/lower income

Personagraphic



Behaviors

Community-min ded	Prefer to engage in local community.	Looks to loonline plate to meet need and conneed with community
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Actions

to "see what's equity of a alway	gile with her ey, but ays wiling to out a ad.

Needs

Needs to build a relationship	Needs to be frugal with her money	Needs to feel like she's making a difference in her community
Likes to be creative with services that she offers.	Needs help assigning value to some of her services.	

Pain Points				
Service must be personable.	Scheduling function is important with her hectic schedule.	User will want to browse and search for specific needs		

Storyboard Two

She searches for matches and it

brings up several users in her area;

At first they have difficulty negotiating as she isn't sure how to value her photography skills,



Ellie recently moved to a new city. She needs help moving some furniture into her new apartment, and instead of hiring a mover, she wants to use this as an opportunity to get to know more people in the



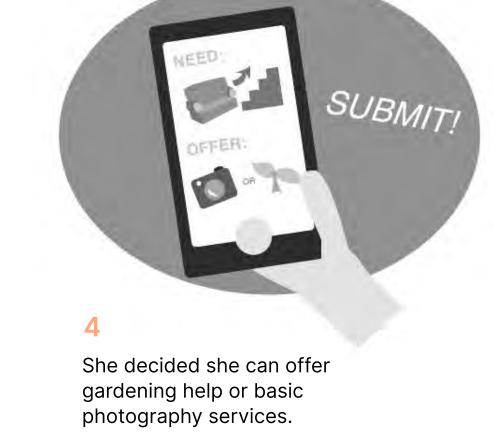
She has already introduced herself to her new neighbors. None of them are able to help



They decide to meet up the next day to have her furniture picked up, and she shows up the day after to

take the photos.

friends who also are into bartering systems and sets her profile up.





each other and leave with their tasks completed.

Proto-Persona Three



Demographic **Details**

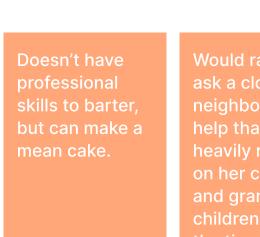
Personagraphic

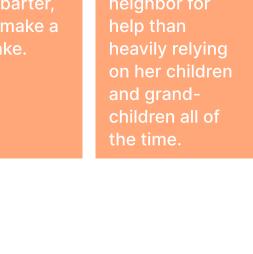
come ch	idowed, three nildren, four andchildren	Hispanic heritage

Actions

Behaviors

c e		Makes learnir names everyo block
	1	







Pain Points

Loves to catch up with her neighbors when sasion she catches them out and about

Needs



Palli Pulli		
Technology and user flow must be easy enough for her to understand and navigate	Accessibility is important with her aging eyes and lack of dexterity.	Service must be personable. She wants to work with people, not computers.
Easy onboarding / training		

Storyboard Three



She finds a mechanic on the app, but has trouble negotiating

offers to bake a birthday cake and bring weekly desserts for

because of the high value of the mechanic's service. She

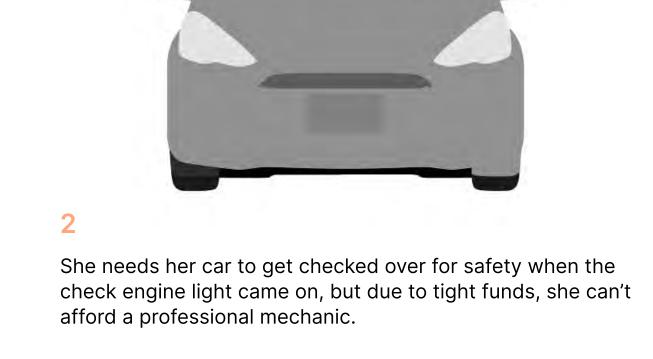
a month in exchange, and he agrees.

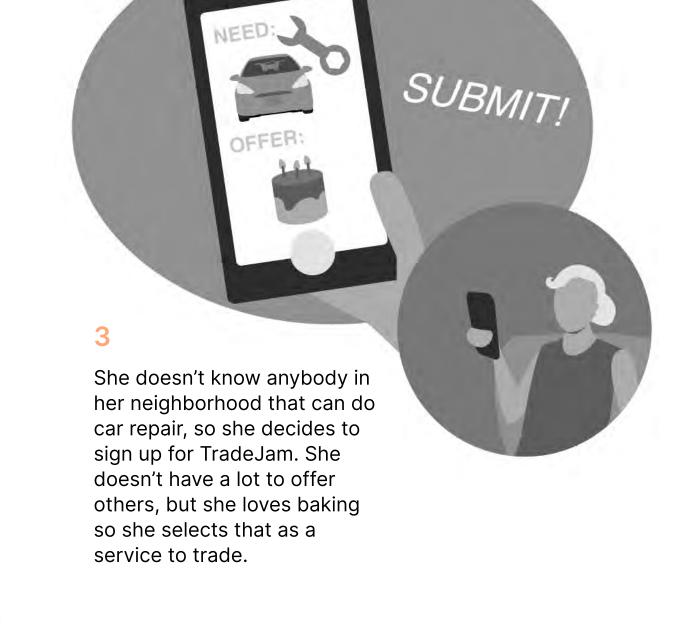


but they reach an agreement to trade an hour of her time taking photos at a 4 year old's birthday party for roughly

an hour of picking up and transporting her new furniture.









They are able to reach an agreement on the date and time and he arrives to check up on her car; she already has the birthday cake done, as well as an extra set of pastries that she baked. Luckily, there was nothing major wrong with her car, just an underinflated tire.



you and the two become friends;

she adds him on the app as a friend, and She bakes him an extra set of pastries as an additional thank now often trades baked goods for advice on her car when needed.