

Jennifer

Project
Sublime Salon & Spa App

Client
Talbot County Commerce

Date
April, 2021



Professional Stylist, Former Salon Owner

"Because of the mandatory (Covid) shutdowns, my income and the income of the other stylists renting spaces from me disappeared. I was afraid I would default on my loan, so I had to sell my salon to keep from going under."

Age: 38
Job Title: Stylists/Owner
Status: Divorced, mom of 1
Education: Sr. Cosmetologist, BA in Business
Location: Queen Anne, MD

Goals

Reasons to use our service

- Efficiently communicate about availability with regular clients
- Improve salon and spa professionals success rate of filling in sudden appointment cancellations
- Find and attract prospective clients based on location, ratings, and services offered
- Reach a broader audience with a regional, multi-service, local business, cooperative, incentivized platform
- Easily and efficiently build your referral network between local service providers

Needs

Reasons to buy our service

- To increase their prospective client lists
- Minimize net losses due to cancellations
- Fill their available booking times
- Expand your visibility in customer searches
- Efficiently increase daily income, and decrease required work hours per week
- Broaden and strengthen your client and professional network
- Efficiently maintain regular communication with current and prospective clients

Personality

- Organized and thorough planner
- Intentionally seeks longevity with clientele
- Reliable and responsible
- Educates then executes in business
- Highly values setting her own work schedule around daughter's needs
- Feels successful when schedule goes as planned
- Feels accomplished when she overcomes challenges
- Disciplined/cautious about budget
- Supports small business owners

Interests

- Local Chamber of Commerce
- Efforts that support small businesses
- Staying current on the latest style trends and certifications
- Networking with local photographers, fitness clubs, and spa owners
- Engaging in town fundraisers that support local community
- Sharing updates and photos featuring happy customers on social media
- Local realstate market trends
- Teaches Zumba at area gyms for fun exercise and extra money

Pain Points

"Once restrictions were lifted, I had to move locations twice before getting resettled. My clients and I had a hard time finding each other."

- Covid restrictions that reduced potential number of clients/day
- Extra health precautions that increase appointment cancellations
- Time consuming and inconsistent way of communicating about locations and availabilities
- Income lost due to late cancellations
- Extended workday and less family time to make up for cancelled appointments

Influencers



Devices

What kinds of devices our user has

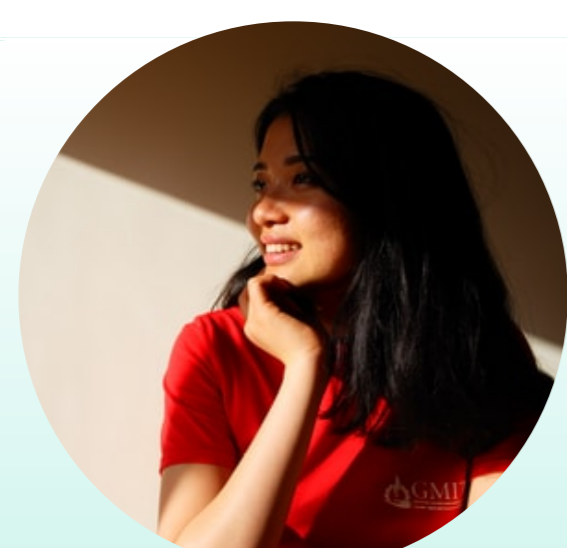


Aimee

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Massage Therapist, Lymphedema Specialist

"My freelance opportunities have become limited, so I added part-time work at the hotel spa to my freelance and hospital appointments. It is difficult to balance three different appointment calendars."

Age: 42
Job Title: Massage Therapist
Status: Married, mom of 2
Education: Assoc. in Massage Therapy, Level 3 Certification
Location: Rockville, MD

Goals

Reasons to use our service

- Efficiently communicate about availability with regular clients
- Consolidate all of her client appointments based on locations and availabilities
- Maintain regular appointments easily with established clients
- Work the same number of hours, but fewer days
- Regain her work schedule flexibility, allowing for more time with her husband and daughters

Needs

Reasons to buy our service

- To consolidate appointments to fewer locations and increase clients per day
- Minimize time lost from traveling and cleaning to multiple locations each day
- Expand your visibility in customer searches
- Efficiently increase daily income, and decrease unpaid work hours per week
- Synthesize appointments calendars into one
- Regain control of appointments schedules
- Broaden and strengthen your client communications and professional network

Personality

- Detail-oriented when it comes to scheduling
- Individualized client care is of most importance
- Attentive and empathetic
- High standards for hygiene
- High standards for quality and natural products
- Feels accomplished when she knows she helps clients feel better
- Prefers to find new clients through referrals
- Prefers regular clients

Interests

- Small niche suppliers
- Supports local craftsman and farmers' markets
- Newer trends in organic products, but traditional techniques
- Organic gardening and beekeeping
- Knitting and sewing
- Helping with cooking clubs for kids
- Community Gardens for kids
- Integrative medicine
- Yoga and Pilates for exercise
- Decorating her home with natural products

Pain Points

"I spend a lot of time driving from one location to another. I feel I am wasting valuable unpaid time cleaning to prepare and then sanitizing again when I leave each location."

- Covid and social distancing recommendations have drastically lowered the number of clientele seen each week
- Freelance clients and hotel spa clients are booking less frequently, or not at all
- The cleaning and social distancing protocol reduced the number of daily bookings
- Income lost due to fewer appointments
- Time lost to driving to and cleaning multiple locations each day = less time with family

Influencers



Devices

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