



Dave | Cleaner

About Dave

Dave is a 21 year old college student attending DePaul University. He's majoring in sociology and takes his studies very seriously, spending countless hours in the library.

Dave is attending school on scholarship so he doesn't need a steady fulltime income. He plans on attending graduate school to get his Master's and he would like to start saving now.

Devices & Usage

Dave owns an Android phone & Macbook air. His addiction to social media and Chicago sports means he's always checking his phone. Dave is really comfortable using a smartphone, and regularly tries new apps his friends tell him about. He uses his Macbook Air primarily for schoolwork, paying bills, and applying for jobs.



Employment Needs

Dave is looking for part time work that fits his busy class schedule, but there are plenty of campus jobs that fulfill this need. He would prefer something that is not only flexible, but also pays a better hourly rate. He's heard from his friends that they've made decent money driving for Lyft and shopping for Instacart.





Nora | Cleaner

About Nora

Nora is a 44 year old single mother of 2 boys age 9 and 13. Her two boys keep her very busy, except for on the weekends when they stay at their father's home.

Nora works full time at a local school as an art teacher. In her free time she paints and does pottery, which she sells at art fairs and to friends. She's looking for another supplementary income to help pay her son's extracurricular activities.

Devices & Usage

Nora uses her iPhone to pay bills and keep in touch with friends. She owns an iPad, but it's mostly used to entertain her children. She has owned a smartphone for a couple years, but only uses the device to talk to family, text her children, and keep in touch with friends on Facebook.



Employment Needs

Nora needs a job that let's her set her own schedule. She will only be available to work weekends when her children are staying at their father's home. Art is her true passion so she will need her employment to work around art fairs and other events as well.





Jen and Jon | Customers

About Jen and Jon

Jen, 26, and Jon, 28, are a young couple that live and work in the city. They currently aren't married, but have been living together for a couple years.

They are a two income household, with jobs that pay well but require demanding hours. Jen and Jon keep fairly busy. They would much rather spend their free time throwing dinner parties and going out on the town than having to clean the house.

Devices & Usage

Jen and Jon each have their own iPhone and iPad, and while they do have windows laptops those are typically only used for work. They enjoy using services on their phones that make their busy lives a little easier like Uber and Postmates. They aren't power users, but they use their devices frequently.



Cleaning Needs

Jen and Jon's cleaning needs are rather sporadic, based mostly on when they plan dinner parties or have guests. They need a cleaner who can arrive on short notice. They've become accustomed to using apps on their phone for various services, and would strongly prefer using their mobile device to request service.





Chuck | Customer

About Chuck

Chuck, 36, is a family man and tech enthusiast. He has two children ages 1 and 5. He works from home as a freelance copywriter.

Chuck's wife works full time. It is a two income household, but both are modest incomes. Chuck would rather the family spent time together on the weekends, instead of cleaning the house.

Devices & Usage

Chuck is a tech hobbyist so he has various phones, tablets, and computers in his home. He uses his android phone and thinkpad laptop daily. He's very comfortable using all of these devices. When it comes to services, whether it be ordering take-out or hiring a handyman, he'd rather do it online than over the phone.



Cleaning Needs

Chuck would like to find a cleaner that he can trust in his home while his family is out of the house spending time together. The family has a fairly strict budget, Chuck and his wife put much of their income toward retirement and their children's college fund. The only way they can justify a cleaner is if it is affordable.

