DESCRIPTION: Suburban Residential homeowner who need to get a tree removed because it grows too close to the house and he needs it to get cut down, because of the safety risks of it falling on their house

GOALS & ASPIRATIONS:
Curb Appeal: A tidier, safer-looking property that increases home value.
Safety Assurance: Knowing the hazard is gone and won't affect him in the future
Hassle-Free Cleanup: A yard that looks better after the crew leaves than it did before they arrived.

FEARS & FRUSTRATIONS:
Liability Risk: The fear of being held legally responsible if a worker falls or a branch hits the neighbor's house.
Hidden Costs: Getting an "estimate" that turns into a much higher final bill because debris removal wasn't included.
Poor Communication: Contractors who don't show up for the estimate or fail to explain the process clearly.

Name:
Dave

Occupation:
College Professor

Desire:
Improve property aesthetic, and eliminate future hazard.

User Story

As a _____, I want to _____, so that _____.

type of user | action | benefit

As a suburban homeowner, I want to get in hire a tree service without hidden policies, so that I can improve my property quality and avoid dangers

DESCRIPTION:

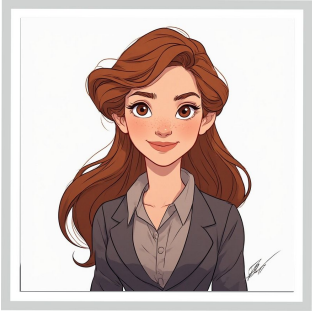
Sarah manages several rental properties and frequently deals with storm related issues. She needs reliable emergency tree removal partners who can respond quickly and provide documentation for insurance.

GOALS & ASPIRATIONS:

- Build a long-term relationship with a dependable emergency service.
- Receive invoices and reports suitable for insurance claims.
- Coordinate services without being onsite.

FEARS & FRUSTRATIONS:

- Tenants panicking and calling her nonstop.
- Companies that don’t provide documentation.
- Slow or unreliable emergency response.



Name:
Sarah Kim

Occupation:
Property Manager

Desire:
“Give me fast, professional emergency service I can rely on for multiple properties.”

User Story

As a _____, I want to _____, so that _____.

type of user | action | benefit

As a property manager after a big storm, I want to find emergency services online, so that I can solve tenant issues across multiple locations.

User Story

As a _____, I want to _____, so that _____.

type of user | action | benefit

As a property manager, I want hire a long-term emergency service partner, so that I can solve tenant issues across multiple locations consistently and effortlessly.

DESCRIPTION:

Jenna owns a café with outdoor seating. A dying tree near her patio poses a safety risk. She needs a company that works around business hours and minimizes disruption.

Name:
Jenna Morales

Occupation:
Café Owner

Desire:
“Tree removals without disrupting business and customers”

GOALS & ASPIRATIONS:

- Keep customers safe.
- Schedule removal outside peak hours.
- Maintain the aesthetic of her outdoor space.

FEARS & FRUSTRATIONS:

- Losing business due to noise or blocked access.
- Companies that don’t show up on time.
- Unexpected forced closures.

User Story

As a _____, I want to _____, so that _____.

type of user | action | benefit

As a small business owner, I want to schedule removals during off-hours, so that my customers aren't affected.