

Damiano Almeida



Job Title

Rider at Easy Delivers

Age

18

Highest Level of Education

High School

Goals

- Accept an order for delivery of an order
- Use of a user-friendly application

Frustrations

- Not being able to receive notifications
- Slow application
- Application with a high learning curve

Environment

Damiano is in his last year of high school and, given his free time, because he has fewer school hours, he started working as a rider at Easy Delivers. He has a lot of technological literacy, like most teenagers today, so he has no difficulty handling a mobile application; however, he would like it to be quick to use, in addition to not having much time to learn how to use it, as he wants to make as many deliveries as possible, in order to receive a satisfactory monetary amount that will help him pay his driving license.