



Pain

- Luis is very busy with his francise.
- He needs help with logging into all his accounts for work and home.
- He has a hectic commute to work.
- He needs help from friends and family.
- Her calendar fills up too quickly

Gain

- The "SuperHuman" app will help with managing existing finance apps.
- He needs a password sign-in program like "LastPass."
- He needs his waze app to notify him of any changes to traffic.
- He needs reminders to stay in touch with family/friends.
- He needs more free time.