

## PROFILE

Gender : Male  
Age : 19  
Location : Mérida  
Family size : 7 people



## CONTEXT

Limberth is financially dependent on his parents and now they are going through a difficult situation where his parents cannot afford the household expenses, he wants to pause his studies to save some money to continue going to college.

## GOALS AND EXPECTATIONS

- Staying in college to grow professionally.
- To have all the benefits that the school can give you.
- You want to know how to get a scholarship.

## FRUSTRATIONS

- Not have enough money to stay in school.
- No one can help you solve your scholarship problems.

## PROFILE

Gender : Male  
Age : 21  
Location : Mérida  
Family size : 5 people



## CONTEXT

Alejandro has no financial problems but he wants to know all the financial benefits that his university can give him and to be able to save some money.

## GOALS AND EXPECTATIONS

- He wants to help his family financially by being self-sufficient.
- Wants to know about all the benefits that the university provides (software, scholarships, etc.).

## FRUSTRATIONS

He notices that his friends have various paid software installed, but he does not know how they downloaded it. His friends tell him that the school announced this benefit by means of a message, but since he receives so many messages, he is not aware of them.