

Target Audience



Eduardo H.

22 - 32

Mexico city

Single

15\$ - 25\$ K



Francisco R.

35 - 45

México City

Married
3 Kids

20\$ - 30\$ K



Jimena P.

22 - 40

México City

Single

20\$ - 30\$ K

Key Attributes

Early retirement

Efficiency

Challenging life

Ease of use

Apps to see the social media

Success

Enginner

Status

Key Attributes

Big retiremnt payment

Apps to see the social media

Reviewer

Family time

Payment plans

Restructure models

Stability

Hitting deadlines

Key Attributes

Influencer

Early promotions

Bonus approval

Data collection

Success

Apps to see the social media

Competition

Getting things done