



Francisca Santos

SHORT NAME
FRA

IMAGE



QUOTE

"It is better to fail in originality than to succeed in imitation."

BUDGET

20€

MOOD IMAGES



BACKGROUND

Francisca is a young adult who is finishing her degree in graphical design.

She has a healthy lifestyle since she eats healthy food, plays volleyball and socializes a lot with her friends.

She spends a huge amount of time surrounded by technology, specially her cellphone. Due to this, she is a quick learner when it comes to new technology.

Francisca usually only goes to the pharmacy out of necessity: to buy her birth control pills, some skincare products and if she becomes sick and needs some medication.

PREFERRED COMMUNICATION CHANNELS

Email; SMS;

TECHNOLOGY ADAPTABILITY

Very bad

Very good

KEY MOTIVATION

- End the degree;
- Be happy;

MAIN FRUSTRATIONS

- Low budget;
- Waiting too much time;

A DAY IN THE LIFE



Francisca wakes up at 7 A.M, has breakfast and takes the bus to university, where she spends most of her time.

On tuesdays and fridays, after school, she practice volleyball with her team.

The rest of the time, she spends it with friends, social media or studying.

She rarely pays a visit to the doctor. The only time she goes to the hospital is when she is really sick.

When it comes to the pharmacy, every three months, she needs to buy birth control pills. She may also buy some products for her skincare.