Type: Primary

Name: Matei Cutezatu

Background: Matei Cutezatu is an elder man who worked as a bricklayer and now is retired and lives together with his wife at their house close to town entrance. Matei grew up with his one brother and one sister in the same town together with both of his parents.

Date of Birth: 04/04/1954

Gender: Male

Location: Iasi, Romania

Work place: Retired

School: Colegiul Național Garabet Ibrăileanu Iași

Technology Level: Beginner

Main Points

- he wants to use the internet in order to get cheap products that do their job
- he also wants to know the best places where he can go buy phisically products and don't waste time searching every shop

Goals

- **Practical Goals:**
- Find high-quality products within his budget

- **Personal Goals:**
- work for you house

  Business Goals:

- work for others to gain favors and increase reputation

Frustrations and Pain Points

- technoly too complicated for older people

Detailed Description

Matei lives his days doing work around the house and helping people in need with some repairings at theire house, sometime is a pipe sometime is improvised shelves, allday long he keeps himself occupied and at the end of the day he celebrates another good day with some good beverage. His previous interaction with another application is almost inexistent due to the fact that he at most asks someone younger that know how to use phone better to order some packages, his main person that he calls whenever he needs something from the internet si his neighbor.

Scenarios

Matei wants to change some pipes at one of his friends in the middle of the town but he does not know where a shop that has such products at a good price is and so he asks his friend where he can find a shop like that close to his friend house. His friend opens BeGr app and then he searches for that products and gives indications, and then he goes and buys the products and then fix the problem at his friend house.

Matei runs out of silicone for one of his repairs around the house and wants to buy another tube but the closest shop has huge prices and he does not want to spend that much money but he also does not want to go to the closest big market because is still to far and wants to buy something cheaper but alse close to his house. And he asks his neighbor about such a shop and he quickly searches on the BeGr app and recomends the place, the old man thanks for the information and then goes to that place to buy silicone.