



Ceasar Delgado / New To Country

“I’m looking to support my family back home in whatever way I can. I want to connect in a way that I can trust and get great value.”

Age	40
Profession	Chef
Education	High School
Income	\$28,000
Location	Urban Community

HELP ME: Provide

Tech Familiarity



Competitive Familiarity



Key Characteristics*

- Foreign Born - new to the country
- Lower Income
- Some experience as e-commerce user
- Somewhat tech savvy, lives on smart phone
- Under-banked

Goals*

- Stay connected with family abroad
- Make low cost calls with good service
- Ease the transition of living in the US
- Help family abroad
- Conduct business at home

Questions

- What is BR?
- What value does this give me?
- Is it expensive?

Frustrations

- Limited functionality on mobile phone
- Barriers to try
- Complexity of service / marketplace
- High cost, any service is a big expense. Whatever he chooses must be important and add value

Emotional Needs

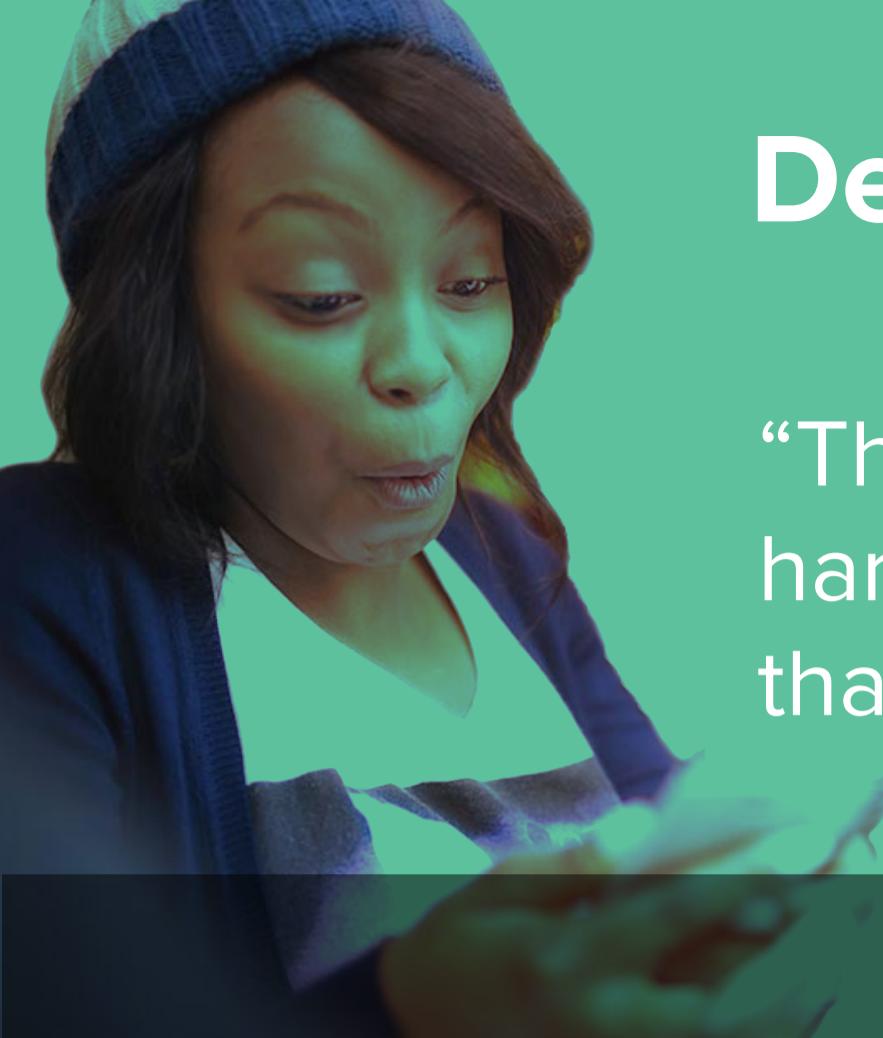
- Feel connected and supported
- Trust the service
- Keep family close when far away

Rational Needs

- Send money back to home country
- Call friends & family overseas
- Needs a service that will move with him even if changing numbers/services often

Potential interactions





Deepa Gupta / Semi-Acculturated

“There’s a lot I’m still getting used to and life is hard. I need something cheap and convenient that makes my life easier.”

⌚ Age	30
💼 Profession	Secretary
🎓 Education	Associates Degree
\$ Income	\$43,000
📍 Location	Urban Community

HELP ME: Connect

Tech Familiarity



Competitive Familiarity



Key Characteristics

- Has been in the country for several years or is Second Generation
- Destinations very between preferring human interaction over virtual and vice versa
- Has a bank account but doesn't use many services

Goals

- Research to find best purchase solution
- Easily use anywhere
- Stay in touch with family
- Help family abroad
- Share good communication options with her family

Emotional Needs

- Feel safe and secure
- Enhance her family's lives
- Get a taste of home

Rational Needs

- Support her family
- Help friends and family save money
- Connect & share easily anywhere

Questions

- How does this benefit me & my family?
- What else does BR do?
- Can I trust Boss Revolution?
- Can I share this with friends and family?

Frustrations

- So Many options
- Complex websites and apps
- Hidden fees & high costs

Potential interactions





Mayur Batawale / BR Retailer

“Customer loyalty is important to me. I like to do business with people I know. I like to sell BR products, but do their apps compete with me?”

👑 Age	41
💼 Profession	Bodega Owner
🎓 Education	High School
\$ Income	+\$300,000
📍 Location	Inner City

HELP ME: Sell

Tech Familiarity



Competitive Familiarity



Key Characteristics

- Time equals money
- Everyday I'm Hustlin'
- Well known in the community
- Might have multiple businesses
- Multiple bank and business accounts

Goals

- Make good money
- Provide something customers value
- Spend little on overhead
- Not have to learn something new
- Adapt product to my lifestyle

Questions

- How is the support?
- Will my customers buy this?
- Will this help my business?

Frustrations

- Wants more products to sell
- Complicated sites and portals
- Apps are cutting into my bottom line

Emotional Needs

- Trust BR as a partner
- Earn respect of customers
- Appear in the know

Rational Needs

- Perform transactions quickly and painlessly
- Get answers quickly
- Manage it all in one place

Potential interactions





Emilio Herrera / Recipient

“My family in the US helps me a lot. I need to share what’s happening at home so they can feel closer to us.”

⌚ Age	35
💼 Profession	Laborer
🎓 Education	High School
\$ Income	\$17,000
📍 Location	Rural Village

HELP ME: Share

Tech Familiarity



Competitive Familiarity



Questions

- Is this safe?
- Will this help my family?
- Can I get some services for free?

Key Characteristics

- Lives in home country
- Cares for elderly family
- Limited experience as e-commerce user
- Adapts to tech as needed
- Un-banked

Goals

- Stay connected with family in America
- Receive money, bill payments and other resources from family in other countries
- Make and receive calls at little to no cost
- Avoid fees

Frustrations

- Limited access to institutions
- Complicated processes
- Long lines, unsecure locations
- High cost of transferring money

Emotional Needs

- Know his family is cared for
- Be close to family even when far

Rational Needs

- Provide for family
- Connect with family who moved abroad
- Protect family

Potential interactions

