

Boris



Age 15
Gender Male
Occupation Bussines Man
Tech literate LOW

“It’s so annoying when I can't understand well something , when currently there are many tool to make the life more easy”

Bio

He lives in Bogota downtown. He have big family (5), that’s why he really enjoy spending a lot of time with them in different activities like eat wherever he want to go

Core needs

- Looking for great places to enjoy his live and experience.
- The time he spends in one app to do any it’s so important
- don't feel worried about use of functionalities

Frustrations

- Not feel worried if he choose the correct amount of people in the reservation.
- Navigate is not easy among the options app offers