

## Target audience

### Demographic | 7

Age Range: 18-99

Gender: 50% Male, 50% Female

Common Job titles: Everyone who has a job, or any case where it is necessary to make a claim

Race: All are accepted, it does not matter at all

Income: It is only necessary to have enough money that cost the demand requested by the client

Language Spoken: It is preferable that the client speaks and writes in Spanish, but the firm also accepts English.

Education: We recommend that have at least finished high school, but anyone with the age of at the beginning is valid

### Location | 1

The location is only in the country of Mexico

### Psychographic | 4

Values: All people with any value are accepted

Attitudes: People with good attitude

Roles: Anyone who has a legal problem and needs a legal demand is really welcome

Activities: Everyone is welcome to use our website

### Identifiers | 2

Older people

Anyone who needs to make a legal demand