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Brayan Garcia

“Life is too short to eat bad food”
- Alex Lichaytoo

AGE:
37

JOB TITLE:
Small Business Owner

STATUS:
Married with two kids

LOCATION:
Riverside, California

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UX Scenario

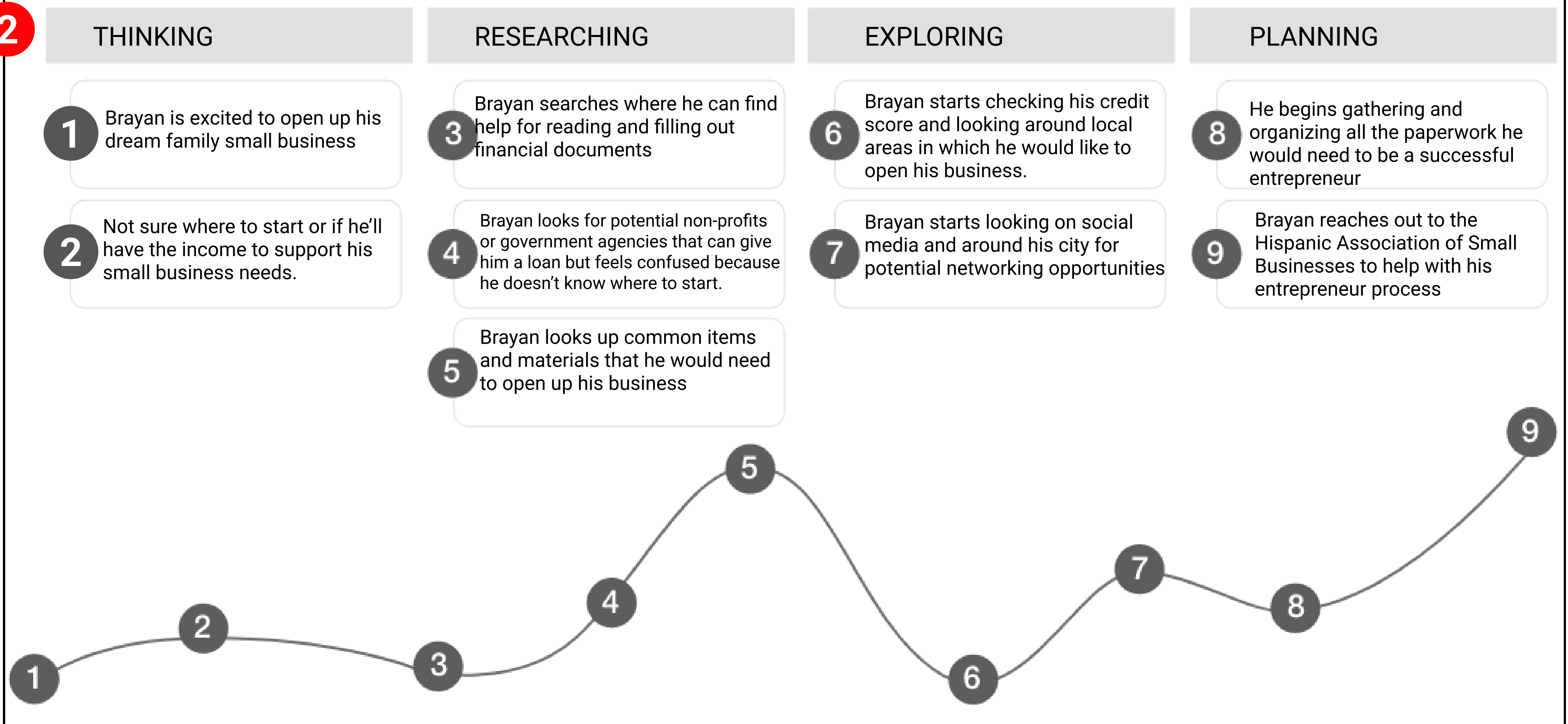
Brayan Garcia is a 37-year-old small business owner. He plans to open his family run, Salvadoran restaurant within the next three months. He believes it's important to equip himself with some basic financial literacy, computer, and English skills before the soft opening. He feels a bit stressed when finding the resources.

Goals

- Wants to complete his life-long dream of opening a family business
- The lives he would impact by adding jobs to his community

2

The Experience



3

Opportunities

Language barriers might exist because English is not Brayan's primary language. Which can be solved by making the website more accessible and easier to find a translated version.	Finding a loaner who is willing to invest can become difficult because Brayan is unsure of where he should start. Designing the website so he has clear instructions on where to start would relieve any confusion.	Brayan's computer skills could be better but cannot find anyone to help him. Having the HASB website clearly market that can better Brayan's computer skills.	Brayan's financial literacy could be better but he does not know who to talk to for that kind of advice. Having the HASB website offering that and clearly marketing that would help him immensely.	Brayan finds it difficult for him to network with other people especially right now because of COVID. Having the HASB emphasizing their networking events and explaining how they work could be extremely helpful for Brayan.
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