



## 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 **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

## The Experience

**THINKING** RESEARCHING **EXPLORING PLANNING** Brayan starts checking his credit Brayan searches where he can find He begins gathering and 3 help for reading and filling out Brayan is excited to open up his score and looking around local organizing all the paperwork he dream family small business areas in which he would like to financial documents would need to be a successful open his business. entrepreneur Brayan reaches out to the Brayan looks for potential non-profits Brayan starts looking on social Not sure where to start or if he'll or government agencies that can give Hispanic Association of Small media and around his city for have the income to support his him a loan but feels confused because Businesses to help with his potential networking opportunities small business needs. he doesn't know where to start. entrepreneur process Brayan looks up common items and materials that he would need to open up his business 5

**Opportunities** 

because English is not Brayan's primary language. Which can be solved by making the website more accessible and easier to find a has clear instructions on translated version.

to invest can become difficult | be better but cannot find because Brayan is unsure of where he should start. Designing the website so he where to start would relieve any confusion.

Language barriers might exist |Finding a loaner who is willing |Brayan's computer skills could |Brayan's financial literacy anyone to help him. Having the not know who to talk to for HASB website clearly market that can better Brayan's computer skills.

could be better but he does that kind of advice. Having the of COVID. Having the HASB 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 emphasizing their networking events and explaining how they work could be extremely helpful for Brayan.