

Aqua Intelligence

Personas:



Patrick

32 / A busy executive for an important company that leaves his home at 9am and gets back at 9pm after going to workout.

"I'm a busy executive that is working all the day long, but I keep in mind my responsibilities such as my health and pets"

Skills

He is good at numbers and is skilled with the technology.

Frustrations

He is so busy that he forgets basic things such as turn off the coffee maker, that is why the technology is his friend.

Hypothetical situation

He would program an alarm to give food to his loved fish every certain hour and also keep track of the temperature and clean level of the water.



Patricia

36 / She's a full-time mom who has two kids and has to take care of them all day long.

"I almost have no time for anything because I have to take my kids to soccer, cook, help with the homeworks, etc."

Skills

She is very good multi-tasker, and loves to see her kids happy.

Frustrations

If something tooks her much time, she won't do it.

Hypothetical situation

She would use our service for automation for food dispenser, and warnings of water temperature and clean levels, so her kid's fish will be always healthy.



Timmy

10 / He is a curious kid that loves nature, and technology. He loves learning new things everyday.

"I'm a 10 years old kid that loves animals, and knows how fragile they are. I think they should be treated the same as us"

Skills

He is a quick learner, and adapts easily to any environment.

Frustrations

If something seems boring to him, he would definitely won't use it.

Hypothetical situation

He would use our service when Timmy goes outdoor for playing so his pet will be protected. Also he would use our service when he goes with her friends so he can took a picture in real time for showing his friends how cool his fish is.



Tania

23 / She's a student, but has a very adventurer spirit.

"I love traveling, each time that I has the opportunity, I left home for an adventure."

Skills

She loves nature, so she would do anything for her pets.

Frustrations

She is not so good with technology, so if she don't understand something, she rather won't use it.

Hypothetical situation

Even though she is constantly travelling, she cant stop loving her fish. So her would use our service to keep visual track of her fish via photographs or live video.

