First persona

User profile

Age: 27 - 35

Gender: Indistinct

Income: $3,696 - $7,393

Abilities: Basic use of communication technologies

Education: High School

Occupation: Independent household maintenance worker (plumber, electrician, carpenter, etc.).

## Persona

Name: Enrique Lopez

Age: 32 years old

Education: Some college

Occupation: Plumber (6 years of experience)

-Is a recognized plumber in his suburb

-His work is shared by the neighbors

-Doesn’t have a fixed job

-Is called on duty 2-3 times a week

-He wants to be more recognized, but is hard to be known outside his usual circle

Escenario

Second persona

User profile

Age:

Gender: Indistinct

Income:

Abilities:

Education:

Occupation:

## Persona

Name:

Age:

Education:

Occupation:

Escenario