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: 30 - 50

Gender: Indistinct

Income: >$15,000

Abilities: Basic use of communication technologies

Education: College

Occupation: Indistinct

## Persona

Name: Erika Morales

Age: 42 years old

Education: College, accountant

Occupation: Office worker

-She works 8 hours per day at some enterprise

-Earns enough money to sustain her full family

-She is owner of her house, and she likes to give it constant maintenance

-She has had some bad experiences with hiring personal recommended by one person.

Escenario