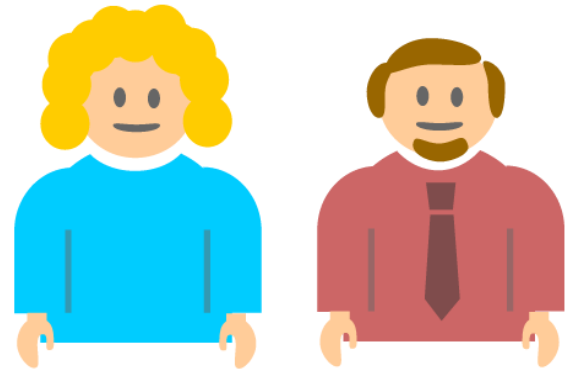



Persona profile

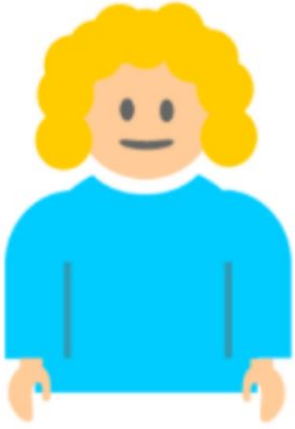
- Man / Woman
- Young / Mid
- Have electronic devices with web technology and internet access (PC / mobile / tablet)
- Live in borough or near commercial area
- With purchasing power and purchase decision



Maria Elena Requejo Romero

PROJECT: untitled PERSONA: Maria Elena Requejo Romero

NAME	MARKET SIZE	TYPE
Maria Elena Requejo Romero	 80 %	Rational



Background

Maria Elena, is a Spanish history teacher that has been working on the same school for 20 years, she's married and is mostly the person responsible for all the work at home and all the home decisions. An she lives close to a commercial area.

Goals

With all the COVID happening, her salary has been reduced a bit, so, She is interested in the offers and information about the products of the market that is close to her. Due to restrictions she can leave her municipal area so she has to buy mostly on there.


Motivations


- Good promotions to save money.
- Updates about the products.

Frustrations



- Games that she's unable to play easy
- Unintuitive page



Demographic

 Female years

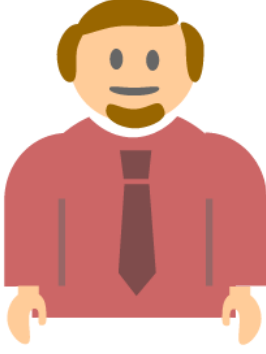
 Barcelona

Technology





Jose Francisco Solis i Planas

	<ul style="list-style-type: none">• 36 years• Single (with girlfriend)• Work as a C # programmer in a cleaning product sales SME (PYMES)• He likes gadgets, technology, video games, online movies, travel and cruises, fast food and sushi• He lives alone in a small apartment 2 streets parallel to the commercial axis• He likes to go out with his girlfriend and friends to shopping centers because they have all the shops and restaurants together
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