

Abogabot Target Audience

Demographic | 2

Age: 18 and above.

Any gender.

Psychographic | 4

Wants alternatives to in-person law processes.

Believes in automation for law processes.

Values transparency.

Is reliable when using web apps.

Challenges | 2

Has a limited budget.

Find a way to make law requests to be automated and reliable.

Channels | 3

First email to make an appointment and then a call.

Reads online sites about law.

Watches videos about Law 101.