



AGE: 18-60

GENDER MALE

OCCUPATION ANY

TECH LITERATE YES

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I just need something simple that tells me clearly what my car needs and when—so I don’t have to stress over lights turning on or forgetting important deadlines.

Bio

Alex regularly drives and manages two cars in the household. He is practical, prefers to handle basic car maintenance tasks himself more complicated tasks (such as oil changes or repairs) to service centers. He keeps track of expenses informally, relying mostly on the mechanic or digital payment records rather than dedicated car maintenance apps.

Core needs

- ☐ Clear, simple reminders for key maintenance tasks and important dates (insurance expiry, technical inspections)
- ☐ Basic error diagnostics and guidance on resolving minor car issues without requiring deep mechanical knowledge
- ☐ Recommendations and locations of trusted local service centers for advanced maintenance tasks

Frustrations

- ☐ Frequent confusion over dashboard error indicators and maintenance schedules
- ☐ Difficulty managing or remembering detailed records of past maintenance and upcoming appointments
- ☐ Lack of centralized, trustworthy sources of local automotive services and reliable mechanics