

José Maza



AGE	75
EDUCATION	Doctorate
STATUS	Single
OCCUPATION	Retired
LOCATION	Temuco- Chile
TECH LITERATE	Medium

“ Ever since I was young, outer space has always attracted my attention. My university studies were focused on the area of astronomy with the intention of discovering the mysteries of space.

Personality

Extrovert

Calm

Bio

Mr. José Maza is a retired senior who has a lot of free time and lately seeing the stars at night has made him curious about the cosmos.

Core needs

- He wants an app that gives him basic information about the stars, constellations, and planets.
- He needs an application that is simple to use since he is not very familiar with technology.
- Due to the knowledge he possesses, in addition to his profession, he needs the data to be up to date.

Frustrations

- He has very little familiarity with technology so he needs an app that is easy for him to understand.
- Of the few apps that he has come across, they are all complicated, unfriendly and cumbersome

Platform



Mobile App

Trinidad Hochtetter



AGE 19

EDUCATION

STATUS Single

OCCUPATION Does not apply

LOCATION Santiago - Chile

TECH LITERATE High

Bio

She just got out of high school and is having a gap year, now she is looking to know herself.

More than anything, spend her time on social networks.

Core needs

- She wants to understand how the stars influence her day to day
- She wants to spend time learning astrology in an entertaining way
- She wants to have all that information at her fingertips

Frustrations

- She don't know where to find the information
- The available options are unfriendly

“ Since I was little I have looked at the stars and I have been curious about them, now that I am older and I have heard about astrology and I am quite interested

Platform



Mobile App

Personality

Extrovert

Perfectionist

Beatriz Pinzón



AGE	30
EDUCATION	Doctorate
STATUS	Married
OCCUPATION	University Professor
LOCATION	Temuco - Chile
TECH LITERATE	High

“ Since I was a little girl I remember playing a lot with my father watching the night sky, he had a telescope where we saw almost all the planets and he told me stories about the constellations, it is from there that my love for astronomy was born.

Personality

Introverted

Calm

Bio

Beatriz is a professor at the University of La Frontera, Bachelor of Science with a major in Astronomy. She is currently doing classes most days of the week, occupying her free time planning the next class, therefore she does not have time to look for support material for her classes. She was at NASA for 5 years on a research job and returned to Chile a couple of months ago to teach everything she learned from there.

Core needs

- Have a support material for their classes.
- You need the information to be available on your phone.
- It has to be easy to use, and its interface must be simple and attractive.

Frustrations

- Not having time to find and prepare visual support material for classes
- The information you are looking for to complete your classes is often not what you need.
- Due to his knowledge of technology, he is often frustrated by how unintuitive some applications or web pages are.

Enterprise



Platform



Computer



Mobile App