

A background image showing a group of people in a meeting. Several hands are raised, indicating an active discussion or brainstorming session. The image is split vertically, with a darker, more saturated left half and a lighter, more natural right half. The text is overlaid on the left half.

MOONAPP-DEVS

ABOGABOT APP

**TARGET
AUDIENCE**



Demographic

Age: 23–60

Location: United States

Gender: All

Income Level: US\$300,000 – US\$500,000

Education Level: High School +

Occupation: Entrepreneurs and Executives.

Ethnic Background: All.





Psychographic

Personality: Good Self-Steem, Energetic, Innovative.

Attitude: Direct, Independent, Autodidact.

Values: Believes in Justice and Freedom.

Interest/Hobbies: New Tech, Nature and Innovation.

Lifestyles: People who live and/or work in large cities.