

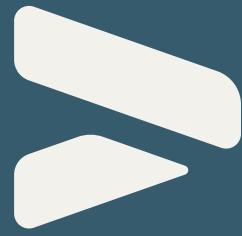


Moonapp-Devs

Presented by Antonieta Martínez

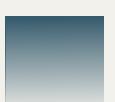
Buyer Persona





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Buyer Persona Definition

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Abogabot Project

About

Web App designed for the Gibson Dunn law firm.

This app will provide an efficient organization of the client's requests and a comfortable interface that will connect GD's personal with their actual and potential clients.





Name	Alice	Derek	Cody
Description	Busy Professional	Confident Creative	Entrepeneur
Age	33 years old	28 years old	35 years old
Location	Shirley Lane	Salguerro	Dew Drive
Occupation	Director	Artist	Start Up Owner
Income Range	\$45,000 - \$139,999	\$20,000 - \$44,999	\$95,000 - \$199,999



Alice



Derek



Cody

Goals	To keep updated and organized the administration of her organization.	To create and sell his art without any legal worries.	To make grow his business.
Motivations	To keep all the administrative paperwork clear and clean.	To be recognized internationally.	To build a solid enterprise based in creativity and innovation.
Frustrations	Legal paperwork usually is messy and time consuming.	He doesn't know anything about legal procedures to protect his work.	Can't find a trustable person to make all the legal paperwork for his company.
Quotable Quote	"I have so many things to do that I suffer everytime I have to solve some legal paperwork."	"Once, someone stole the authorship of my work. That must not happen again."	"I wish I would have the ability to do all the important things at the same time."



Name	Alice	Derek	Cody
Personality	Down-to-earth, Organized, Independent	Confident, Independent, Easy-Going	Confident, Hard-Working, Goal-Oriented.
Influences	News	Opinions of others	News and Social media
Brands / Apps	Productivity brands and tools	Creative tools	Financial and Innovative tools
Interests	Interiors Design	Arts and Humanities	Tech and Innovation
Sources of Info	News and the online space	News and the online space	News and the online space

Summary and Analysis

 Alice needs a visually stunning and efficient-easy platform to cover all her legal requirements.

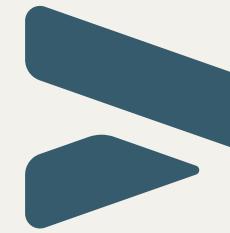
She loves good design and hates complex user interfaces.

 Derek needs visual guidance and clear instructions to interact with the app.

He doesn't know anything about legal paperwork and he must be able to communicate with the firm very easily.

 Cody needs a direct and easy user experience to cover all his legal requirements in one place.

He doesn't have any time to waste. He wants to keep direct communication with the firm.



Action Items

To be achieved by
the end of June 2025



Market research



Assign roles to teammates



Determine our core buyers



Begin production



Create an action plan

Thank you!

Feel free to approach us
if you have any questions.

