

USER PERSONA:

Alex



This person is a fighter and doesn't give up in hard circumstances

Age: **20**
Work: **Scientist**
Family: **Two little sisters**
Location: **Estado de México**
Character: **Fighter**

Goals

- Survive.
- Don't lose all of their stuff.
- Help others in need.

Frustrations

- There is water everywhere.
- Their house is uninhabitable now.
- If the water gets too dangerous there will be trouble.

Device: Android

UX NEEDS

- Simple connectivity.
- Easy to use.
- Functional.

Bio

This person was asleep when the rains started. They thought it was going to be just another rainy day, but then their house started filling with water. They had to run out to get something to eat in case they and their sisters got stranded and helpless. When returning to their sisters, they noticed that the water was already taller than some children and got really worried.

EMPATHY MAP:

