



VICKI TORRES
33 / Glasgow, UK / Working Mother

MOTIVATIONS

Convenience	****
Child's Comfort	*****
Work-Life Balance	*****

GOALS

- personal growth and professional career advancement
- successful parenting and emotional support for children's wellbeing

PAINPOINTS

- finding reliable, trustworthy childcare options
- difficult work schedule flexibility for parenting responsibilities

FAVORITE APPS



Alex Roberts
45 / Edinburgh, UK
Sales & Marketing Executive

Motivation

Networking	*****
Transparency	*****
Innovation	*****

Goals

- customer acquisition and brand awareness campaigns.
- being ahead of industry trends to achieve business goals

Pain-points

- delivering multiple projects within limited timeframes
- managing cross-functional teams in various disciplines

FEATURED APPS



Emily Hernandez

19 / Oxbridge, UK / Ph. D Student

Motivation

Networking	* * * *
Self-Development	* * * * *
Research & Innovation	* * * * *

Goals

- presentations to industry professional audience
- publication of research with reputable publishers

Pain-points

- securing funding for projects, conferences, and fieldwork
- meeting research milestones, publishing deadlines, and maintaining academic grades

FEATURED APPS



Natalie Adams

52 • Caregiver • Social Worker

Motivations

CONVENIENCE	* * * *
RELIABILITY	* * * * *
ACCESSIBILITY	* * *

Goals

- Patience and Empathy in service delivery
- Punctuality and time consciousness

Pain Points

- Rude behaviors and unprofessional driving.
- Limited availability of specific vehicle types



“Natalie transports an elderly client on a wheel chair to doctor’s appointment.”

Stratford, UK



Andrea Bill

25 / Birmingham, UK / Project Manager

MOTIVATIONS

Convenience	* * * *
Quality	* * * * *
Compliance	* * * *

GOALS

- to deliver quality projects and on time and budget
- to expand client base across the globe

PAIN-POINTS

- physical inspection across multiple sites
- frequent trips to unfamiliar locations

FREQUENTLY USED APPS



Ryan David

38 / Middlesex, UK / Digital Artist

Motivations

Professionalism	* * * *
Creativity	* * * * *
Networking	* * * *

Goals

- collaborations that push my creative boundaries
- proactive insights that drive innovative trends

Pain-points

- aligning commercial and personal creative projects
- intellectual property theft and copyright infringement

FREQUENTLY USED APPS





Sharon Lee

32 / Bristol, UK / Surgeon

MOTIVATIONS

EMERGENCY	* * * *
PRECISION	* * * * *
PROFESSIONALISM	* * *

GOALS

- Health, safety and well-being of patients
- Healthy work-life balance to avoid burnout

PAIN-POINTS

- Time constraints; multiple surgeries, consultations.
- Professional development programs & events

FREQUENTLY USED APPS



...conducting and participating in research studies to advance surgical knowledge and improve surgical practices...



Emily Robb

40 / Essex, UK / Teacher (Pregnant)

Motivations

Comfort	*****
Customer Service	*****
Emotional Wellbeing	*****

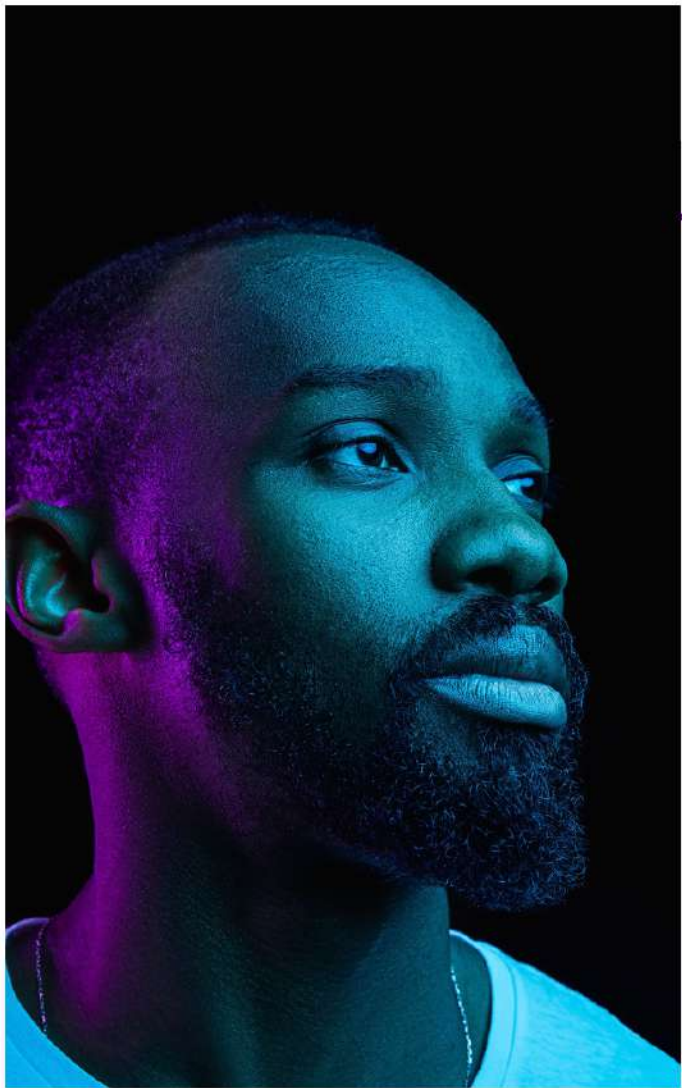
Goals

- Appointments and medical checkups
- Shopping and school runs errands

Pain-Points

- Managing her schedule and reminders.
- Physical discomfort and emergency aid





VIXON ROMERO

40 / Westminster, UK / Software Engineer

PERSONALITY

Driven

Tech Savvy

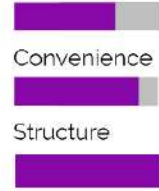
Extraverted

MOTIVATIONS

Networking

Convenience

Structure



GOALS

- managing highly sensitive IT infrastructures
- keep track of upcoming projects and timelines

PAIN POINTS

- juggling multiple appointments
- missing calendar reminders
- lost emails



SAI WONG

37 / Taipei, Taiwan / Tourist

MOTIVATIONS

Adventure * * * * *

Transparency * * * * *

Safety & Security * * * * *

FRUSTRATIONS

- communication and navigation issues due to language barrier.
- access to hidden local attractions beyond the typical tourist spots.

GOALS

- visiting famous landmarks, and documentaries
- experience cultures, interact with locals, and learn about history and traditions

FAVORITE APPS





Sarah Thompson

25 / Heathrow / Travel Agent

MOTIVATIONS

CONVENIENCE	* * * *
CUSTOMER SERVICE	* * * * *
EXPERTISE	* * *

GOALS

- Partnership with hospitality services verticals
- Promoting customer loyalty retention & referrals

FRUSTRATIONS

- Managing client expectations and logistics needs
- Handling a large volume of travel bookings

FREQUENTLY USED APPS



Stacy Peters

55 / Ilford, UK / Motivational Speaker

Motivation

Empathy	*****
Integrity	*****
Interactions	*****

Goals

- Connecting with a broad audience globally.
- Continuous learning and self-improvement

Pain-Points

- Managing a busy travel schedule
- Staying updated with research and trends.



Renee Gonzales

35 / Brighton, UK / Investment Manager

MOTIVATIONS

CONVENIENCE	*	*	*	*	
LUXURY	*	*	*	*	*
PROFESSIONALISM	*	*	*		

GOALS

- To simplify and outsource travel itinerary
- Sustainable and eco-friendly low-emission cars

FRUSTRATIONS

- Customizable options
- Tracking of travel history and budgets

FREQUENTLY USED APPS



Holds a high-level position that requires frequent travel for meetings, conferences, and client visits.



“ Shante values a professional and reliable service that aligns with her brand image ”

Shanté Quinn

22 • Journalist • TV Presenter

Motivations

CONVENIENCE	*	*	*	*	
TRAVELLING	*	*	*	*	*
NETWORKING	*	*	*		

Goals

- Covering local and global news stories
- Meeting deadlines for interviews, events

Pain Points

- Availability of drivers at urgent and peak hours.
- Limited transport coverage in certain locations