**THE PERSONA**

**Profile**

Name: Njuguna

Demographic: 18-50yrs, male, mechanic, form 4 level education

Geographic: Work in garages in Nairobi

**Personality:**

Personal Character: Hustlers

**Expertise:**

Medium

**Cultural background:**

Kenyan, conservative

**Experience Goals:**

Convenience, Fast service, secure

**Devices & Platforms:**

Mobile

**Must Dos & Must Never:**

Must Do: Make things simple

Short – time is important

Must Never: Put in too much info