PERSONA #1: MARÍA LÓPEZ

FRASE MOTIVADORA

"A quote from the user persona that shows his personality and feelings"

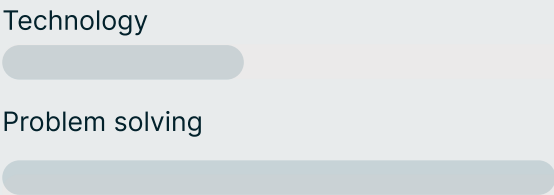## DEMOGRAFÍA

Edad: -
Género: Female
Profesión: -
Nacionalidad: British
Localidad: London, UK

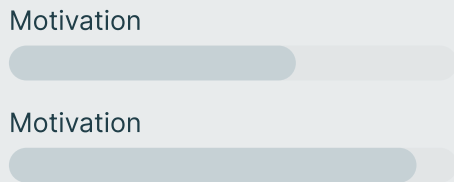**Biografía**: A short description about what the persona does, how she/he spends her time and what is her story
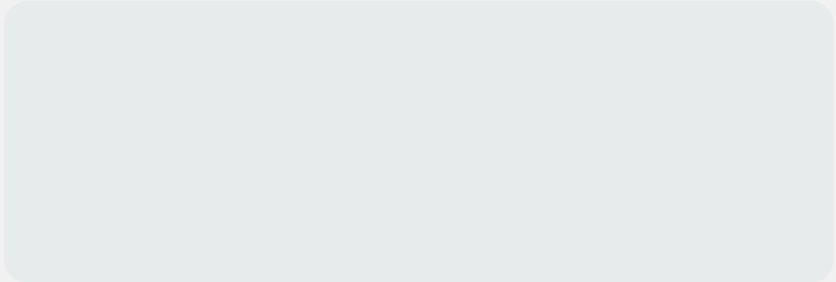
PERSONALIDAD

Introvert — Extrovert

Low confidence — High confidence

Follower — Leader

Close minded — Open minded

Solo — Collaborative

PREOCUPACIONES

- Concern - pain point
- Concern - pain point
- Concern - pain point
- Concern - pain point
- Concern - pain point

HABILIDADES TECNOLÓGICAS

Technology

Problem solving

GUSTOS

Motivation

Motivation

INTERESES

- Interests
- Interests
- Interests
- Interests
- Interests
- Interests

TECNOLOGÍAS DE ASISTENCIA

CONTEXTO DE USO

- ¿Por qué?
- ¿Cuándo?
- ¿Dónde?
- ¿Con qué?

ESCENARIO

A description about makes her fit our scenario to be the ideal persona. What problems and concerns he's facing and what are his expectations - we need all this information to come up with specific solutions