

Name : Amr Abd El Hady
Age : 32
Work : Sales Executive
Status: Married , 2 Kids
Location: Alexandria, Egypt

ABOUT

Amr is a busy sales executive who frequently travels across cities for work. He heavily depends on his car and often faces the stress of potential breakdowns, especially during tight schedules. Tech-savvy and practical, Amr values fast, reliable solutions that save time and offer peace of mind. He's always looking for services that make his daily routine smoother and more efficient

GOALS

- **Get immediate roadside assistance without long wait times**
- **Ensure his family's safety during breakdowns.**
- **Track technician arrival in real-time.**
- **Use a trusted, transparent service with fair pricing.**

PAIN POINTS

- **Long delays when calling traditional roadside services**
- **Uncertainty about the credibility of mechanics**
- **Stress during breakdowns with kids in the car**
- **Lack of clear communication or updates on arrival times**