

NAME: Patricia Sepulveda

Demographics:

Age: 54

Gender: Female

Occupation: Teacher

Location: Santiago, Chile

Goals:

Her goal is to be able to share a series of books for kids in order to develop certain areas of languages

Kids between 6 to 12 yo.

The total series will be of 10 books. In also to be sell them with a e-commerce platform and amazon.

Challenges:

The client is not very friendly with technology but she is very good in her field. So I need to help her to learn few things in order to develop the best possible outcome.