**Felipe, el socio**

Preguntas: ¿Te seria útil utilizar una aplicación para tener información sobre el vehículo?

[INSERT PERSONA DESCRIPTION- *Be vivid; keep it real! What kind of shoes do they wear? How would you recognize them?*



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| --- | --- |
| **Thinks** | [INSERT- In your particular area of interest, what are the key thoughts, ideas this persona has?] |
| **Sees** | INSERT- [In your particular area of interest, what are the notable observations your persona is making?] |
| **Feels** | [INSERT- Regarding your particular area of interest, how do they really feel? What underlying emotions might be driving their point of view and behavior?] |
| **Does** | [INSERT- The ‘actuals’. As applicable: What triggers activity in your area of interest? How often? For how long? How much money?] |