**Rita, la secretaria**

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?*



YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE YOUR TEXT HERE.]

|  |  |
| --- | --- |
| **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?] |