ALEJANDRO



FUNNY - RELAXED - DOWNER

"Try to keep growing even when the world does not collaborate"

DEMOGRAPHICS

Age: 24

Gender: Male

Profession: Student
Nationality: Andaluz
Location: Sevilla, Spain

Lifestyle & bio: Last Year student of Maths, he likes to read about philosophy and makes Sudoku. He would like to live abroad for some years and come back to Sevilla for being a teacher.

GOALS - INTERESTS

- Philophy
- Teaching
- Reading
- Sudokus
- Techno music music

PAIN POINTS - CONCERNS

- He loves wasting time with his family.
- He is really worry about his future work position
- He always hopes to keep his point of view rational.
- He need to have everything under control.

SCENARIO

He has came to Granada for visiting the city, even knowing that he knows some Flamenco, he wonders how much differences can have the "Tablaos" between Sevilla and Granada.

MOTIVATIONS

Teaching

Having Fun

Socialising

SKILLS

Calculation
Optimization

PERSONALITY

Introvert	Extrovert
Low confidence	High confidence
Follower	Leader
Close minded	Open minded
Solo	Collaborative

BRANDS

User Journey #1 Case study: (i.e. first-time User)



OPPORTUNITIES

Roberto Cantalapiedra

- Male
- Student
- 22
- · Oviedo, Spain

Scenario

He finds out that

Expectations

- Easy booking experience
- Closer connection with idols
- Want to get insights and tips

STAGES	Awareness	Inspiration	Decide	Act	Observation	Conclusion
STEPS	Check Out for shows	Compare several pages and shows	Take the cheapest show	Buy a ticket for him and his family	He was worry about the best option	After buying he is relax and happy
THINKING	He would like to buy some tickes for his trip to Granada	He is comparing several pages and prices.	He sees that there is a goo show with some food after visiting Alhambra, so he can go right afterwards	He realize that there are so many payments methods, And select Paypal because is the easiest way for him.	He is happy about his purchase	He is going to enjoy the show
DOING	He is planing the trip to Granada	Checking the sales and the service at the "Tablao" and the shedules	He has decided which show is the best for him	He put all his data on the Paypal Page	He checks that everything is correct and the payment has worked.	He could buy everything using Paypal
PAIN POINTS	Too many pages and shows at the same time, which is the best one ?	There are so many shows and different options	The decision, made him being insecure about his decision	After seeing the he can pay with Paypal, he is so sure about the process and that he is going to enter at the show.		He thinks that he has made a good purchase.
FEELING :	feeling	feeling	Callin II	for the second	feeling	feeling
DDDODTI INITIES	How can we improve this step of the journey?	How can we improve this step of the journey?	feeling How can we improve this step of the journey?	feeling How can we improve this step of the journey?	How can we improve this step of the journey?	How can we improve this step of the journey?