

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)

user journey map template [DIU-UX Toolkit]

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

[illegible]