

Carlos is an upper middle class person.

He needs make an appointment with some doctor.

He wants make in an easy way without wait time and not wasting time. The time is money

Limits: Maybe Carlos hasn't a mobile device or a computer (it's not necessary).

Age: 30 years old

Country: Mexico in an urban city

Incomes: upper middle economic

Education: Degree

Personality: Business man, worker, employee.

Habits / Comportment: Very busy person.

Expertise: He has a lot of experience on schedule appointments and narrow.

Loves / Hates: He loves work, do business and talk with his partners - he hates waste time with persons or some not productive activities.

Devices / Software: He knows how to use basics electronics devices and basics apps on iPhones.

One day Carlos while he was working at the office received a call, it was his brother, his brother hurts his shoulder while he drives to the city and he was new in the city so the Carlos's brother asked to Carlos if he can make a medical appointment for him. The problem was that was the busy week when Carlos needs be in the office all the day to end the work. The new secretary of Carlos recommends him an application that he found on internet to make an appointment by internet: MediApp.