

Amal Mohammed



Age
26

Highest Level of Education
Bachelor's degree

Employed

About Amal

Amal is a 26 year-old working female, she holds a bachelor degree in Economics. She is financially independent and she enjoys social life & shopping, but her daily commute consumes 20% of her monthly income. Therefore, she has a lack of total freedom of movement and that also affects on her savings as she spends more on Uber. She wanted to learn how to drive, but the prices for the driving school and wait time were not in her favor.

Behaviour

- Financially independent
- Social life
- Using Uber and Careem
- Shopping

Goals or Objectives

- Freedom of movement
- Full independency
- Saving money
- Help in emergency

Biggest Challenges

- She really wants to hang out with friends. But she must check for the driver's availability.
- She doesn't want to spend big percent of her salary to pay the driver's expenses.
- She want to obtain her driver license but she doesn't want to pay 2500 Saudi Riyal for training session.