



TRANSPORT REWARDS

TARGET AUDIENCES

1. Martina Gómez (18 years)

Martina is a university student who has just started her first year at architecture school. He lives in a big city and uses public transportation daily to go to classes and visit the different neighborhoods of the city in search of inspiration for his projects. Martina is aware of the environmental impact of excessive car use, so she is delighted to use an app that rewards her for her commitment to sustainable transportation. With your rewards, you can get discounts on architecture books and tickets to cultural events.



2. Luis Rodríguez (35 years)

Luis works as a data analyst at a technology company and lives on the outskirts of the city. Every morning, he takes the train to his office downtown. As a father of two young children, Luis is always looking for ways to save and be more efficient with his time and money. You discovered the app that rewards public transportation use and have found it very useful in accumulating points that you can redeem for discounts at local stores and family activities, allowing you to enjoy more time and experiences with your family.



3. Carmen Sánchez (52 years)

Carmen is an elementary school teacher with over 25 years of experience in education. He lives in a quiet neighborhood and takes the bus every day to go to the school where he teaches. Carmen has always been an advocate of public transportation due to its accessibility and low cost. She loves the new app she uses as it not only motivates her to continue using public transport, but also offers her rewards such as restaurant vouchers and theater tickets, allowing her to enjoy her favorite pastimes without overspending. .



4. Antonio Fernández (70 años)

Antonio es un jubilado que disfruta de la vida tranquila en su ciudad natal. Desde que se jubiló, le complace explorar la ciudad y visitar a amigos en transporte público. A Antonio le gusta la aplicación que premia su uso del transporte, ya que le da acceso a descuentos en farmacias y supermercados, lo que le ayuda a gestionar mejor su pensión. Además, le encanta participar en programas comunitarios y actividades para personas mayores que la aplicación también le ofrece como recompensa.

