Matías Fernández

"I go where my friends tell me…"

Age	31
Occupation	Accountant
Status	Single
Location	City of Buenos Aires

Goals

To find best places that suit him.

Enjoy the places without waste his time thinking where to go.

To find available places without queuing.

Frustations

Wasting to much time deciding where to go, because there many options.

Due to the variety of options, he ends up going to the same places.

Many times they cannot enter due to space limitations due to the pandemic

Scenario

Matias works full time for a small accounting firm. Since the last year he has been working from home.
He loves meeting up with his friends from school or coworkers. They usually meet in a house and from there they decide where to go.
After almost 6 month of quarantine he want to share moments with his friends.

Do

He usually goes out on weekends at night and due to the pandemic he started going out in the afternoon because the places close early. Before the pandemic he could find places open all night. He decided where to go with their friends on the spot.

Think

After many months locked up, he wants to spend more time with his friends. He is always concerned about availability.
He sometimes finds it difficult to coincide with the schedules of his friends.

Say

"I go where my friends tell me because we share the same tastes."

Feel

It bothers him a lot to see that all places close early and not find availability to enter.
He feel good when others friends recommend places to go out.

Pains

Due to the pandemic, many places have limited space and are also short on hours.
He usually enjoy going out later, but now he have to take into account the new time and space limits. And this is very annoying because nobobdy can found it easly.

Gains

He just wants to have a good time with his friends.
He wants to find places that suit him.
He enjoy word of mouth to find places because in this way he connect with the interests of other friends.

Most of them bother looking for places

Mouth of world

Decide on the spot