

Primary persona



Zurabi, 45

Public School Director in Adjara



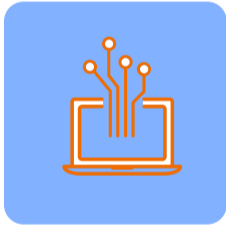
Lives in Adjara's mountain



Runs family business: producing milk products



Headmaster of Private school



Has computer skills



Doesn't like travelling

 Need

 Problem

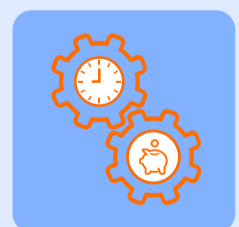
 Wish



Has to register papers at Diplomas at Agency



Tired of travelling with papers & wasting time



More efficiency
Less efforts:
time & money

Primary persona



Nino, 30

Lawyer at Tbilisi city hall



Married. Has 2 children and a dog



Holds the lectures at the university



Learning PHD; Has several certificates in administrative law



She is motivated to take responsibility for her job



Responsible to register new strict accounted forms at the Agency

 Dream

 Nuisance

 Wish



She dreams to have her own business: an attorney agency



Has to go to the court twice a week



Plan working timetable efficiently & save time