

SURNAME _____

NAME _____

MARITAL STATUS

Single Married

Divorced Other _____

NUMBER + AGE(S) OF CHILDREN IF ANY _____

..... | | |

..... | | |

ADDRESS _____

PROFESSION _____ INDUSTRY _____

“ _____ QUOTE

_____ ”

TECH PROFILE

When it comes to using online services, how important are the following to your persona?

Privacy

0 1 2 3

Security

0 1 2 3

Ease of use

0 1 2 3

Cost

0 1 2 3

Quality of customer support

0 1 2 3

Reliability

0 1 2 3

Other

0 1 2 3

Other

0 1 2 3

Device tech -related behaviour and practice

Describe the following: Devices used, time spent on each, types of use (info, social media, transactions, etc)

Tech savviness

0 1 2 3 4 5

5 most used applications

_____ 1

_____ 2

_____ 3

_____ 4

Data sharing profile

Proactive protector Data-literate interactor Passive user Open sharer

Willingness to share data

Not at all

0 1 2 3

Absolutely

If so, then exchange for what?

Ex. free services, discounts, etc.

GETTING AROUND NAIROBI

What are your persona's principal means of transport?

Private car Motorcycle Boda-boda Matatu Taxi City Hoppa Other _____



What are your persona's goals concerning transport?

Ex. Getting to work on time and safely every day, etc.

Average amount of time spent in transport per day

