

Mateo Álvarez

age: 27

residence: Medellín, Antioquia, Colombia

education: Electrical Installation Technical Certification

occupation: Motorcycle Delivery Driver

marital status: Single



"La vida se gana en la calle, pero se sueña en la casa."

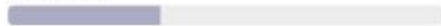
Mateo spends his time navigating the city on his motorcycle, listening to music and podcasts while working, and relaxing with friends at night.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Spanish Interface
- Tasks that can be completed via smartphone
- Flexible deadlines

Values

- Family loyalty, hustle, independence, practical results over theory

Criteria For Success:

Being able to support himself, his parents, and a future family, eventually owning a small business, and having financial stability without depending on unstable gigs.

Wants

- Quick-paying, short-duration tasks
- Simple instructions with visual examples
- Opportunities that don't require formal education

Fears

- Being scammed or not paid for his work
- Not understanding instructions correctly due to language barriers
- Wasting time on tasks that don't benefit him financially

Lila Thompson

age: 19

residence: Jackson, Mississippi, USA

education: High School Graduate

occupation: Retail Cashier

marital status: Single



"I don't need to have it all figured out—I just need to keep moving."

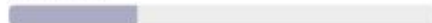
Lila works shifts at a grocery store in her hometown, spends free time on TikTok and gaming, and sometimes looks for ways to make extra money online.

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Needs

- Aesthetically pleasing and easy UI
- Tasks that don't require technical knowledge
- Fast feedback or rewards to stay engaged

Values

- Authenticity, freedom, fun, self-expression

Criteria For Success:

Gaining independence, saving enough money to move out, and finding something she's actually passionate about.

Wants

- Gamified experiences
- Social interaction or community features
- Quick tasks she can do between shifts

Fears

- Getting bored quickly and quitting
- Being judged or feeling "not smart enough"
- Apps that feel overly complicated

Viktor Petrov

age: 46

residence: Novosibirsk, Russia

education: Master's in Computer Science

occupation: Senior Machine Learning Engineer

marital status: Divorced



"If you cannot measure it, you cannot improve it — but you can still break it."

Viktor is a man of structure, spending most of his day coding, reviewing datasets, and reading technical papers, with evenings dedicated to chess and quieter routines.

Comfort With Technology

INTERNET



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SOCIAL NETWORK



Needs

- Clear, structured interfaces with minimal ambiguity
- Ability to access detailed, well-organized demographic breakdowns
- High-quality, consistent, and structured feedback
- Tools for dataset auditing and bias detection
- Asynchronous communication options

Values

- Precision, rigor, intellectual honesty, consistency, efficiency

Criteria For Success:

Building robust, reliable systems that perform well across diverse real-world conditions — not just benchmarks.

Wants

- Diverse participant pools for model validation
- Serious, committed testers rather than casual users
- Data transparency and reproducibility
- Systems that prioritize clarity over visual clutter

Fears

- Hidden problems in his AI models going unnoticed
- Poor-quality or inconsistent data ruining results
- Miscommunication facilitated by vagueness