

Aviv Nave



 Female, 21 years old

 Unemployed

 Herzliya, Israel

 Single

Aviv is a fairly new driver, and spends her time visiting friends and going out.

With no mechanical knowledge or experience, she feels unsure about handling any car trouble.

Aviv will consult her father only when necessary, and values convenience when issues arise on the road.

↘ Pain Points

- **No Mechanical Skills – Even simple car issues feel impossible.**
- Fear of being Stranded – Getting stranded far from help is stressful.
- Frustrating Delays – Slow solutions turn small issues into big problems.
- Unsafe Waiting – Being alone on the roadside feels risky and unsettling.

🚩 Goals

- Reduce wait time.
- Track incoming assistance.
- Trust the app's volunteers.
- Learn basic car fixes.
- **A straightforward way to call for help in real time.**
- Learn basic car fixes.
- Guided Step-by-step support from start to finish.

99 Quote

"I can't deal with complicated apps when I'm stressed."