

NAME

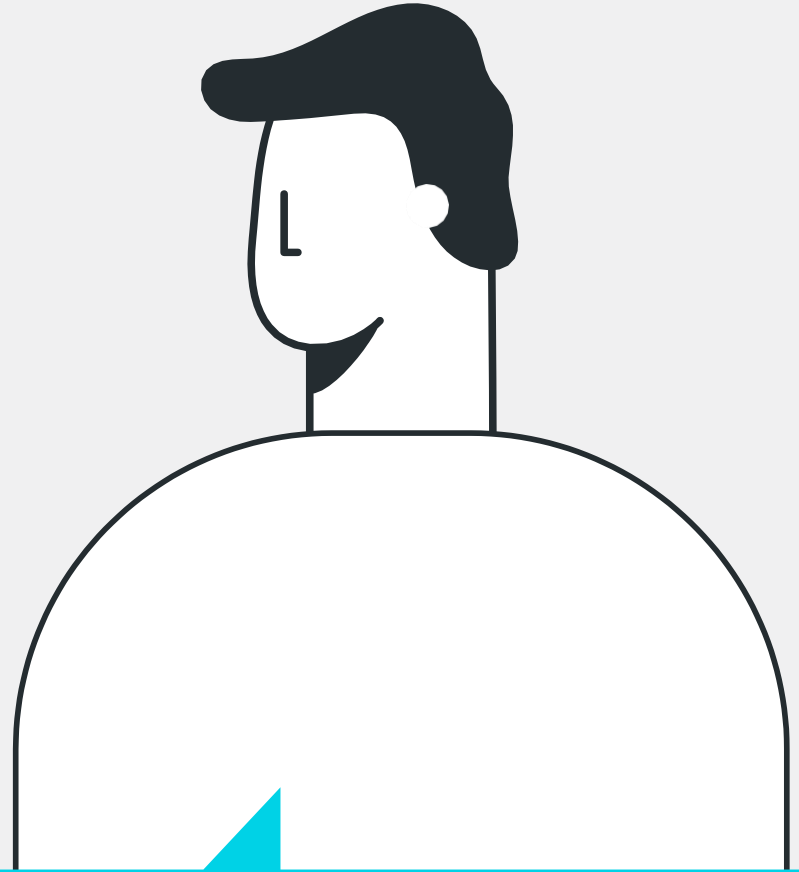
Ruslan

KEY ATTRIBUTES

35 years old,
Deputy director of the coal department

SHORT DESCRIPTION

Married with 2 children,
smokes electronic cigarettes



“

Who pays, he orders music

”

NEEDS

- 1) information (interested in treatment and so on);
- 2) in demand for comfort, convenience, a certain diet;
- 3) needs VIP services.

CHALLENGES

- 1) lack of internet;
- 2) the need for disposable tableware;
- 3) a feeling of discomfort in the conditions of separation.

OPPORTUNITIES

- 1) creating comfort in the room;
- 2) additional medical services (paid)