

# Jane

Brand Merchandiser

## PRIMARY PERSONA

"Parallel parking in the street is challenging. Finding a safe and not so expensive spot is challenging."



## PERSONAL INFORMATION

Age: 35 years old

Place of Living: Green Lake, WA

## VEHICLE INFORMATION

Car: 2014 Honda Accord Sport, mid size

## PARKING HABIT

Frequency of public parking:  
8-10 times a month

Most important factor when parking:  
Cost & non-parallel parking space

## TECHNOLOGY PROFILE

Uses iPhone5S. Communicates via email a lot for work while on the go. Uses social media to keep in touch with her friends, fashion-related apps and Pinterest to get her inspired.

## EXPERIENCE GOALS

- To feel like an expert in parallel parking
- Make sure the car is secure

## END GOALS

- To be prompt and punctual to appointments

Jane commutes from Green Lake, where she lives, to her office at Downtown Seattle by riding a public bus. It usually takes her about 45 minutes to commute, depending on traffic. She feels it is expensive to drive to work and finding parking at downtown is not cheap. Once in a while her work requires her to go out of the office to meet brand suppliers and attend fashion shows. On these occasions, Jane would then drive her car out to the venues. Jane is a professionalist. She dreads finding public parking during working hours not just because of her tight meeting schedules that she has to stick with, but because she has limited options in finding free or cheap public parking. She worries about the security of the parking area and she prefers not to parallel park. She feels it is impossible to parallel park, even with the help of her car's rear-view camera. Jane usually tries to circle around the venue for about 4 minutes to find an available spot, and if it fails she would settle to park at an expensive parking facility which has higher chance of availability than street parking and better security for her car. On estimation, Jane wasted about 7 minutes in looking for an available public parking spot that is of her preference. Jane usually drives out to meet up with friends on weekends to hang out at Downtown or Capitol Hill. She faces the same parking problem, but the experience is less stressful when it is not about business.

# Beth

Stay at home Mom

## SECONDARY PERSONA

"I find the first open garage no matter the expense, because I am not confident in my parking ability."



### PERSONAL INFORMATION

Age: 32 years old

Place of Living: Redmond, WA

### VEHICLE INFORMATION

Car: 2010 Honda Odyssey (minivan)

### PARKING HABIT

Frequency of public parking: Rarely

Most important factor when parking:  
Size of space & distance to destination

### TECHNOLOGY PROFILE

Has a Samsung S4 Active, shares Microsoft surface and Dell desktop with family. She is somewhat comfortable using her smartphone, and frequently installs games for her kids and apps she hopes will make her life easier, such as deal-finding apps.

### EXPERIENCE GOALS

- Easy to use
- Doesn't require a lot of attention

### END GOALS

- Find parking that works for her minivan
- Reduce stress associated with parking

Beth is a happy-go-lucky stay at home mother of 3. Her children, 5 year old Chloe, 2 year old Jason, and 6 month old Jenna, take up much of her time, but she likes it that way. Formerly of Lakeshore, her and her spouse moved to Redmond 3 years ago to allow her spouse to take a job at Microsoft. While she used to park in public parking semi-regularly, after trading up to the minivan and moving to Redmond, she finds herself rarely in situations where she needs to parking in street parking or in a parking garage. Occasionally, she finds herself needing to go downtown to work event for her spouse, or to her children's pediatrician (whose office has a dreadfully small parking lot), and at these times she often needs to find public parking. Before leaving home, she will get on Google maps and search for parking locations near her destination, coming up with a few options. But, she is still nervous when parking the minivan, and she usually chooses the first garage she sees, without caring about the cost. Her biggest concerns are having a spot big enough for her van, having enough room to get Jenna's car seat in and out easily, and being close to her destination, because getting from a parking lot into a store is hard enough with 3 young children, let alone walking them at least a block to their destination.

# Patrick

Software Engineer

## SECONDARY PERSONA

"I would choose to park my car on legal and free parking spot that is closest to the destination."



### PERSONAL INFORMATION

Age: 28 years old

Place of Living: Capitol Hill, WA

### VEHICLE INFORMATION

Car: 2014 Nissan Murano (SUV)

### PARKING HABIT

Frequency of public parking: Frequently

Most important factor when parking:  
Cost free & avoiding tickets and towed

### TECHNOLOGY PROFILE

Tech savvy. Has work and personal phones, Samsung Galaxy S5 and Amazon fire phone. Actively uses any kinds of social media apps, games, and developer's tools for android.

### EXPERIENCE GOALS

- Real-time-information
- Learns from his parking experiences

### END GOALS

- Find cheapest parking in a short amount of time

Patrick is a late-20's, born and raised in Seattle. He has lived in Capitol Hill for 4 years, moving a couple of apartments in Capitol Hill area. He works at Amazon and usually commutes by bus. On weekends, he likes to do outdoor activities such as hiking, camping, and snowboarding, so his new SUV is heavily used. Patrick is a very social guy. He likes to go to newly opened restaurants in Capitol Hill, Belltown, and Fremont with his friends. When he's not socializing, he sometimes attends networking events in downtown Seattle. Because he knows about the parking situation in many areas from the past experience, he is not likely to plan his parking before leaving home. However, sometime he has to spend a time to find an open free spots, and that sometimes makes him late for appointments. His main concern is just to avoid getting tickets and often worried about deciphering the confusing signs that tell him where parking is allowed. He doesn't have any difficulty parallel parking his car and doesn't mind parking in those spaces.