Kristin Watson

AGE	20
EDUCATION	Bachelors in CS
STATUS	Single
OCCUPATION	Software Developer
LOCATION	London
TECH LITERATE	High

> " Affordable and safe way to share rides with fellow university students is always interesting

Bio

Se is a 20-year-old university student who commutes daily to campus. Public transport is unreliable, and ride-hailing services are expensive. She's looking for a reliable and cost-effective way to share rides with fellow students."

Core needs

- Find a reliable and affordable way to commute
- Prefer ride-sharing with trusted university students
- Wants easy scheduling for daily/weekly rides

Frustrations

- Public transport is often delayed or overcrowded
- Uber / taxis are too expensive for daily commutes
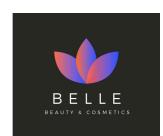- Hard to find consistent ride options

Brands

NASA   HUAWEI   facebook   YouTube   Instagram   BELLE

Personality

Introvert   Thinker

Payment medium

Cash/Cheque   Digital Payment

Platform

Website   Mobile App

Scenario

She has a 10am lecture every day, but her commute to university is a hassle. The local buses are overcrowded, and the train is frequently delayed. She decides to try a ride-sharing app designed for university students. After entering her departure location, destination, and preferred time, the app matches her with two other students who are heading to the university at the same time. She messages one of them directly through the app and confirms his ride.

On the ride day, she meets the driver (another student) at the agreed spot, and they head to campus together. The ride is smooth, and Kristin feels much safer than relying on public transport.