Carmilla Tepes

AGE	29
EDUCATION	MS in Clinical Neuroscience
STATUS	Single
OCCUPATION	Doctor
LOCATION	London
TECH LITERATE	High

Scenario

Carmilla has an early morning lab session at the university, followed by an evening part-time tutoring job across the city. She needs an affordable and efficient way to commute without spending excessive time waiting for buses or paying for expensive ride-hailing services. Ideally, she wants an app or service that connects her with other students for ride-sharing, making her commute more affordable and efficient.

Bio

Full-time master's student, Limited financial resources due to student budget, Lives in an urban area with access to public transport but finds it expensive and time-consuming

Core needs

- Save money and time on daily transportation
- Find reliable and safe commuting option
- Reduce her carbon footprint while traveling

Frustrations

- High cost of public transportation and ride-sharing services
- Inconvenient or unreliable public transport schedules
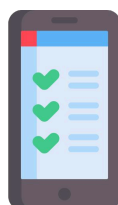- Safety concerns with certain transport modes, especially at nigh

Wishes

- Affordable, student-friendly transport solutions
- A seamless and efficient way to plan and optimize travel routes
- More eco-friendly transport alternatives

Payment

Digital Payment

Platform

Mobile App

Personality

Extrovert Saver