User Persona

Marcus Thompson

Full Name	: Marcus Thompson
Date of birth	: April 22, 2005
Age	: 19 Years old
Job	: Warehouse Associate & University Student
Location	: Brampton, Ontario, Canada

Statement
I want a simple and stress-free way to book a car for my road test without having to rely on my parents or spend months in expensive driving school.

About
Marcus works part-time at a warehouse while studying at university. He lives with his single mother who works two jobs. He needs his G2 license to reduce his 90-minute daily commute and access better job opportunities. Limited family car access and tight budget make traditional driving schools impractical.

Personality
- Ambitious
- Budget-conscious
- Tech-savvy
- Self-reliant
- Goal-oriented
- Practical

Goals
- Pass G2 test on first try
- Reduce commute time by 45 minutes daily
- Book test car quickly between work shifts
- Stay within student budget
- Get professional test-day guidance

Frustations
- Can't access family car (mom needs it for work)
- Driving schools too expensive ($800-1200)
- Uncertain about test requirements
- Anxious about unfamiliar vehicles
- Hidden fees blow his budget
- Long booking processes don't fit his schedule

Key Needs
- Transparent, affordable pricing
- Mobile-optimized booking
- Flexible evening/weekend scheduling
- Professional instruction for confidence
- Reliable, test-ready vehicles

Technology Usage
- Device: Android smartphone (5+ hours daily)
- Research: YouTube tutorials, Google reviews, Reddit advice
- Communication: Text and email preferred
- Payment: Mobile banking, transparent pricing

Motivations
- Financial independence through better jobs
- Reliable transportation for family responsibilities
- Reduced stress from unreliable public transit

Empathy Map

What does he
Think & Feel

Is my budget enough? What if I don't know the price? What if the price goes up?

How will I record the transactions that I have made?

What if I go there, the seller is off?

What if I have arrived in the market and the item I want to buy is not there?

Can easily order multiple cars with one click on the smartphone

Can easily order cars and will be delivered by courier

Lack of interactive bargaining in online platform

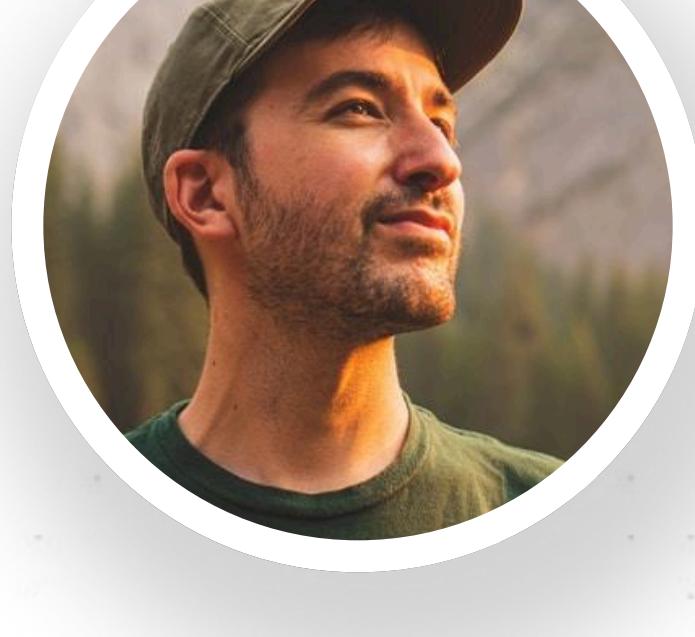He heard the online platform can be trusted because the payment is via e-wallet

Transparent price, quantity and transaction

Progress booking and order are clear enough

Search cars in booking platform

What does he
Hear

Download receipt and calculate it manually for transaction history

Confirm manually to instructor when if the bookings are late

What does he
See

What if I have arrived to the test center and the car I want to use is not there?

Place order and waiting for booking progress

Huge collection of cars on this platform

Search cars in road test platform

Confirm manually to instructor when if the bookings are late

What if I have arrived to the test center and the car I want to use is not there?

Download receipt and calculate it manually for transaction history

What does he
Say and Do