

# Frank Sellers

age: 19

residence: Washington, DC

education: High School

occupation: Student at Georgetown University

marital status: Single | No children



*Time is the longest distance between two places*

Sean is juggling many projects and priorities with school. He does not own a car so he must use public transportation. Some days he arrives late to class due to not knowing how he will get the class.

## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

## Criteria For Success:

When a he arrives on time at school without spending a lot of money.

## Needs

- To have reliable transportation

## Wants

- A ride to school
- See cost of transportation

## Values

- Detailed planning
- Safe transportation
- Saving money

## Fears

- Failing his class
- Wasting money

# Barry

age: 20-40

residence: New York City, New York

education: Bachelor of Arts

occupation: Travel Photographer

marital status: Single



*"What is happening, I don't even know anymore."*

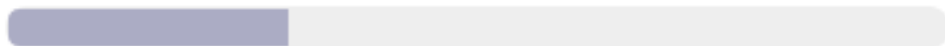
Every day it seems like Barry wakes up in a new place. He is always on time for work and unfamiliar with the place where he is and doesn't have time to rent a car or research the optimal travel routes.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Stress-free without having to worry about getting somewhere late. Access to all sorts of public amenities in big cities and calm public places to work in.

## Needs

- Rides to work
- Public transport
- Guides to whichever city or state they are in
- Maps

## Values

- Easy to use interface
- Coordination and organization
- Location of where everything is

## Wants

- Maps that show optimal travel routes
- A girlfriend
- Color-coded travel routes
- Safe and secure ride sharing

## Fears

- A very unorganized interface
- Girls
- Spending too much money on transport
- Getting to work late
- Not knowing where they are

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