



**Jill Baker**

**Teacher**

**Female 41**

**Married**

Jill is a married mother of two. She is a primary school teacher whose hobbies include sewing and running. She is the primary contact for her father who lives in a nursing home an hour away. The household has one car.

#### **Frustrations**

She doesn't have access to transportation when her husband is at work.

Public transport takes too long when visiting her father. The hours are not convenient and it is costly. Especially when the kids visit as well.

#### **Goals**

- Have more options for transportation.
- Good value
- Convenience

Jill goes onto nameofapp and after signing up she goes to the catalog of the cars. She looks through the catalog, or she can choose the criteria she wants. She chooses the car from the list and sends the owner a request. After the owner accepts the request she pays the owner directly with either card or vipps.

