



NAME

**JEREMY ALLEN WHITE**

AGE

**30**

MARITAL STATUS

**SINGLE**

LOCATION

**666 N Orleans St, Chicago,  
IL 60654, USA**

FAMILY

**No Kids, Have a  
Pug Dog**

## GOAL

- reliable and fast-charging solution to minimize downtime.
- requires up-to-date information on the nearest charging stations' availability and compatibility
- Easy-to-follow directions to locate charging stations

## BEHAVIOUR

- Tech-Savvy Behavior :  
Jeremy adeptly navigates technology.
- Eco-Conscious Behavior :  
He prioritizes sustainability choices.
- Planner Behavior :  
Meticulously plans trips ahead.

“

*"Powering up for  
a greener  
tomorrow!"*

## PAIN POINTS

- Finding charging stations can be challenging, especially in areas with limited electric vehicle infrastructure.
- Running into charging stations that are not compatible with her EV model causes frustration and delays.
- Lack of real-time information on charging station availability leads to uncertainty and anxiety during trips