

USER PERSONA

NAVIGATE CLOSEST CHARGING POINT

- Gender: Male
- Age: 35
- Location: Urban area, San Francisco Bay Area, California
- Marital Status: Married
- Occupation: Research developer in Automobile



Core Needs:

1. Convenient and reliable access to charging points for electric vehicles.
2. Access to real-time information about available charging stations and their compatibility with his EV model.

Behaviour:

1. Regularly plans trips and schedules around charging station locations and availability.
2. Actively seeks out information about EV technology, charging options, and sustainable living practices.

Pain-Points:

1. Limited charging options leading to range anxiety during long trips or unexpected delays.
2. Confusion regarding charging station availability, compatibility, and pricing.
3. Concerns about the environmental impact of his transportation choices and the need for more sustainable alternatives.
4. Lack of community and social support for EV users, especially regarding shared experiences and tips.

"Empowering my journey with sustainable solutions, one charge at a time."