

# PERSONA



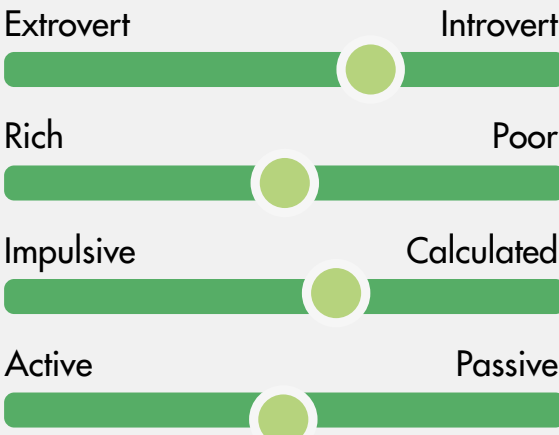
"I'd like to have more friends"



## GIULIA BIANCHI, 27

Giulia is an Italian girl and lives near Milan. She has to take the train every day to reach the university and spend almost two hours a day on it. Since the train's environment is noisy and crowded she find it difficult to listen to music or read a book so is usually bored; she would like to have someone to talk to but she's to shy to start a conversation with a stranger face to face.

## PERSONALITY



## PAIN POINTS

- Commute every day for two hour
- Feels lonely or bored when alone
- She is shy with new people
- Lives far from family



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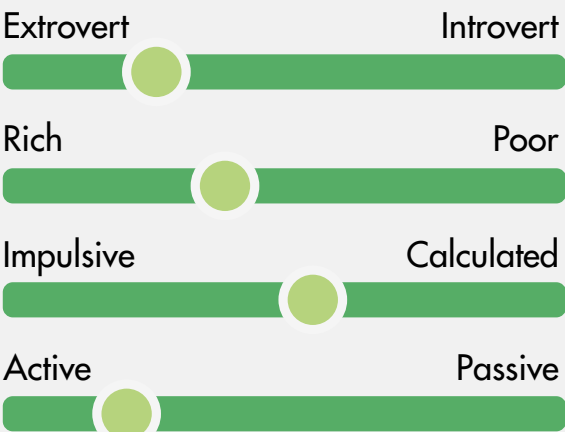


"Always be on time"

## LUCA COLOMBO, 34

Luca lives near Milan and has to go to his office evry day: the train is the best solution to him because traffic is always a problem and he needs to be on time. Sometimes he has to go on a business trip in other big cities so he takes the train. Trains are not always reliable so he feels the need to have more information regarding the state of the journey to act accordingly in case of problems.

## PERSONALITY



## PAIN POINTS

- Commute every day for one hour
- Needs to be always on time
- Does not like not having control
- Does not like to waste time