Passenger Persona



**Name:** Brad Jones

**Age:** 27

**Residence :** Pittsburgh PA

**Occupation:** Business Analyst

**Biography(small description of user) :** Brad is a Pittsburgh native who loves nothing more than to spend a weekend watching the Pittsburgh Pirates play at PNC park. He lives Downtown so he loves how close the stadium is. Brad is single and lives alone. He enjoys Pittsburgh because of its accessibility and great sports team

**Education Level:** Master’s Degree in Business Analytics

**Salary Range:** $100K - $200K

**Technology Comfort Level :** Brad is really comfortable with modern technology though he does want to put the effort in to learn something new since he's lived in Pittsburgh his whole life.

**Hobbies :** Getting beers with the bros, watching the stillers, and golfing

**Goals :**

He wants the experience to be so easy that it is almost thoughtless. Because Brad goes to games a lot he doesn't want large hassle with board/deboarding the train and cares about the train being on time.