



User Persona

Electric Vehicle (EV) Mobile App

Linz Yuque

AGE	27
EDUCATION	Masters in Business
STATUS	Single
OCCUPATION	Sales Manager
LOCATION	San Diego
TECH LITERACY	High

“ I love my electric vehicle because it makes me feel like I am being eco-friendly and taking care of the environment

Bio

She currently lives in San Diego. She finished her master’s degree in business and recently received a promotion to Sales Manager. She is currently single and likes to go on long road trips with friends.

Core needs

- Needs to be able to find charging stations to ensure her electric vehicle stays charged
- Needs to be able to find the closest charging station
- Needs to know if she can make it to the charging station

Frustrations

- It’s hard to know what charging station is closest because it’s unclear which station will charge my car
- She worries she won’t make it to the charging station with her remaining battery
- She doesn’t know how to get to an address without directions

Personality

Introvert

Thinker