



“ Shante values a professional and reliable service that aligns with her brand image ”

Shanté Quinn
22 • Journalist • TV Presenter

Motivations

CONVENIENCE	* * * *
TRAVELLING	* * * * *
NETWORKING	* * *

Goals

- Covering local and global news stories
- Meeting deadlines for interviews, events

Pain Points

- Availability of drivers aturgent and peak hours.
- Limited transport coverage in certain locations



VIXON ROMERO

40 / Westminster, UK / Software Developer

PERSONALITY

- Driven
- Tech Savvy
- Extraverted

MOTIVATIONS



GOALS

- managing highly sensitive IT infrastructures
- keep track of upcoming projects and timelines

PAIN POINTS

- juggling multiple appointments
- missing calendar reminders
- lost emails



Sarah Thompson
25 / Heathrow / Travel Agent

MOTIVATIONS

CONVENIENCE	* * * *
CUSTOMER SERVICE	* * * * *
EXPERTISE	* * *

GOALS

- Partnership with hospitality services verticals
- Promoting customer loyalty retention & referral

FRUSTRATIONS

- Managing client expectations and logistics needs
- Handling a large volume of travel bookings

FREQUENTLY USED APPS



“ Natalie transports an elderly client on a wheel chair to doctor’s appointment. ”

Stratford, UK

Natalie Adams
52 • Caregiver • Social Worker

Motivations

CONVENIENCE	* * * *
RELIABILITY	* * * * *
ACCESSIBILITY	* * *

Goals

- Patience and Empathy in service delivery
- Punctuality and time conciousness

Pain Points

- Rude behaviors and unprofessional driving.
- Limited availability of specific vehicle types





Renee Gonzales
35 / Brighton, UK / Investment Manager

MOTIVATIONS

CONVENIENCE	* * * *
LUXURY	* * * * *
PROFESSIONALISM	* * *

GOALS

- To simplify and outsource travel itinery
- Sustainable and eco-friendly low-emission car

FRUSTRATIONS

- Customizable options
- Tracking of travel history and budgets

FREQUENTLY USED APPS

Holds a high-level position that requires frequent travel for meetings, conferences, and client visits.



Sharon Lee
32 / Bristol, UK / Surgeon

MOTIVATIONS

EMERGENCY	* * * *
PRECISION	* * * * *
PROFESSIONALISM	* * *

GOALS

- Health, safety and well-being of patients
- Healthy work-life balance to avoid burnout

PAIN-POINTS

- Time constraints; multiple surgeries, consultation
- Professional development programs & events

FREQUENTLY USED APPS

...conducting and participating in research studies to advance surgical knowledge and improve surgical practices...



Emily Robb

40 / Essex, UK / Teacher (Pregnant)

Motivations

Comfort	*****
Customer Service	*****
Emotional Wellbeing	*****

Goals

- Appointments and medical checkups
- Shopping and school runs errands

Pain-Points

- Managing her schedule and reminders.
- Physical discomfort and emergency aid

