



User Persona

EV App

Ellie Ahn



AGE 23

EDUCATION Cornell University

STATUS Single

OCCUPATION Research Intern

LOCATION New York

TECH LITERATE Yes, very

Quote: "Work hard, but play hard afterwards!"

Bio

Ellie is a 23 year old who studied English in college. She lives at home while working part time as a research intern and shares the family's battery-electric car along with her brother. Ellie loves to go on drives to visit places around New York, sometimes along with her family. She enjoys going on hikes and likes to take advantage of scenic routes when she can.

Core needs

- find the nearest EV charging station
- know how to get to the nearest EV charging station (via directions/GPS)
- getting to the nearest EV charging station without running out of battery beforehand

Frustrations

- not knowing where the nearest EV charging station is, especially in new places
- worrying about the battery running out before getting to the station
- getting to a charging station and having all the stations be taken up by other cars (unaware how many/few charging stations there are at charging locations)

Personality

Passionate, Loves the outdoors, Hardworking, (tries to be) Optimistic, Introverted, Creative