

## **Judy Armstrong**

**Age:** 40 - 50

**Gender:** Female

**Role:** Buyer & user

**Family:** Judy is a mother of a child(ren) that recently received their license. Children are between the ages of 16 - 22 and are experiencing significant amount of “firsts” including receiving license, going to college, crash, etc.

### **Reasons for Using:**

- Helicopter parent requiring product to help keep tabs on children (lacking trust)
- Event-triggered purchase (crash, breakdown, etc.) and looking for a product to help keep kids safe while driving
- Leaving home: child is moving to college and parent wants to make sure they are connected when the move away
- Track speeding habits

## **Jenna Peabody**

**Age:** 50-65

**Gender:** Female

**Role:** Buyer & user

**Family:** Jenna's mother is aging (between ages of 73 and 88), and she's really nervous about her driving but does not want to take away her independence. Splitsecnd is able to bridge the gap between the Jenna and her mother because she's able to check in to see that she's where she should be, receive a notification when she gets to the doctor and has access to emergency features.

### **Reasons for Using:**

- Diminishing health (early onset dementia, eyesight, etc.)
- Leaving area: child moves away from home or parent moves into care facility
- Event-triggered: senior recently crashed or had emergency situation on the road and wants to make sure that help
- Complicated health history

## **Barbara Worsham**

**Age:** 70-90

**Gender:** Male & Female

**Role:** User

**Family:** Barbara was recently gifted the splitsecnd product by her daughter, Kathy, because she decided to move to Florida to retire. Barbara is not very familiar with technology, but she knows that this will help her in the event of a crash and uses an app to help track her.

### **Reasons for Using:**

- Child wants her to use it
- Emergency response: gives peace of mind to know that someone is always there to help

## **Bill Pacheco**

**Age:** 40-55

**Gender:** Male

**Role:** Buyer & user

**Family:** Bill purchased splitsecnd for his wife Anne to use, as she travels frequently for work. Bill gets nervous about Anne because she is not familiar with cars, and her older car does not have any built-in emergency features. The splitsecnd device lets him know that she's able to access help when she needs it, and he can check up on her to know she's safe when away.

### **Reasons for Using:**

- Excessive traveling
- Older car without built-in OEM solution
- Connectivity: the ability to quickly check in and receive notification when they're safe
- Complicated health history

**Main Goals:**

- Receive immediate response in the event of emergency (crash or roadside)
- Needing solution for older vehicle
- Quickly check in to view the real-time location of a vehicle
- Detect whether or not someone is driving (and how fast)