



Late Student
Recent Graduate



Young Working
Family

Demographics

- Between 25 - 35 years old
- Live in densely populated urban areas (Copenhagen)
- Higher educated

Characteristics

- Care about the environment
- Tech savvy
- Not owning a car

Use Behavior

Use Cases

- Transport large goods
- Transport to/from airport or train
- Pick up people
- Unplanned quick errand

Usage

- 1-5 times per month
- Short trips between 10-30 minutes

Motivation

Short Journey

- Shorten travel time
- Direct trip to destination

Accessibility

- Quickly accessible
- Use the car without time limitation
- 24/7 accessible

Price

- Discount rewards
- Competitive price for premium experience

Others

- private space
- Less pressure due to less damage control

Barriers

- Limited service area
- Hard to access the available car
- Far from parking to final destination
- Too expensive for constant use
- Feel confused about using the car
- Checking car condition is time-consuming