

# Audience Persona

---



**Name:** Ethan

**Age:** 18-22

**Occupation:** College Student

**Location:** Davis, CA

---

## **Interests:**

- Video Games
- Sports
- Friends
- Saving money
- Traveling

## **Values:**

- Education
- Meaningful experiences
- Family
- Active lifestyle
- Equal opportunities

## **Goals:**

- Save money
- Graduate in four years
- Meet more people
- Be happy
- Try new things

---

This is Ethan. He is a third year Biology major at UC Davis who loves to travel, meet new people, and spend time with his family. Ethan is constantly going out of town and realizes that all of the driving is costing him a lot of money. He thinks that a better way to utilize his time and money would be to carpool with other students that are interested in going to same areas as he is. By doing this he would accomplish a couple of his main interests: traveling, saving money, and spending time with friends and family.