

Persona 1: Candice Deanda

Age: 18-25, Generation Z

Kids: 2 kids

Goal: "Airport support, better check-in"

Frustration level from 1-5, 1 being most frustrated, 2

"I would like an easier and convenient way of storing children equipment when traveling to and from the airport. It's such a hassle carrying the car seat and stroller around."

Lifestyle Habit: Mobile first and only.  
"I check my phone all day"

City: San Francisco, Travels with family to Los Angeles via SFO

Trolley Profile:

- 1) willing to store child equipment
- 2) willing to check-out or reserve child equipment upon arrival