

Persona 2: Adam Roche

Age: 30-45

one kid, under 5, works at large  
tech company and lives in  
S.F. Travels to Northeast with family

Airports don't really help parents

Everything takes a long time

Frustration level - 1, worst.

I really would rather buy new  
equipment or keep it stored  
there, waste the time. Storage  
would be clutter.

We have the stroller and car seat  
but don't really use it when he  
get there.