

Persona 3: Matti Salomaki

Age: 46, older dad with one child under 5,

Lives in San Francisco,

Exec at a logistics company.
Level of frustration is 2,
mostly angry at the logistics
of travel at the airport with
kids, lack of efficiency.

"Getting through security faster
and having the stroller already
checked somewhere else. This
way I don't have to go to
baggage claim for a
connecting flight. It's crazy!
We travel to the mid-west."