

Bob

age: 18-22

residence: Eindhoven, Nederland

education: HBO

occupation: Student

marital status: Single | No children



Having my own car is way too expensive for me.

Most of Bob's time is spent at his school campus. He is focussed on getting the highest possible degree in his field. Time outside of school is mostly spend at festivals with friends and fellow students. He also plays football at his local club and needs a car to travel to his competition's.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

To obtain a doctorate in his educational field

Needs

- A car to go places
- To save money
- A way to visualise money spend

Values

- Money saving
- Time savings
- Products that easily fit into his current workflow

Wants

- Something that doesn't take long to setup
- Products that integrate with other existing technology
- To keep all his focus on school

Fears

- Cutting into already sparse free time
- Spending too much money
- Doesn't actually improve student achievement

