



Personal Data

Age: 27 Gender: Female

Occupation: Nurse

Location: Madison, WI (Originally from Chicago)

Family: In a relationship, pet dog

Education: College graduate

Income: \$70,000

Home: Renter

EV Owners Group Persona

Renter Rachel

Rachel is the definition of flexibility. At 27, she's recently launched her nursing career after graduating from Madison Area Technical College and is settling into adulthood with a month-to-month lifestyle. Originally from Chicago, she's now renting in Madison with her significant other and their dog—but she's not bound to the city, the utility provider, or anything else that doesn't earn her trust.

Rachel is environmentally conscious, and that mindset shows up in the choices she makes. Her first electric vehicle, bought from her parents, replaced a gas-powered car she no longer felt good about driving. She tracks her spending carefully, prefers experiences that are seamless and digital, and values transparency and flexibility from companies.

She's not particularly tech-savvy but is highly proficient in using apps and tools that make her life easier and more connected. Rachel is also image-conscious—what she does and who she supports matters to how she sees herself and how she's seen by others.



"If I can't do it on my phone, I'm probably not doing it."

Goals & Motivations

- Seeks a welcoming digital experience that builds comfort and trust, is visually appealing and engaging
- Auto-pay, self-service, and mobile-friendly features are critical
- Location services should show charging station distances
- Wants eco-positive, modern messaging
- Any program onboarding should feel seamless and integrated

EV Owners Group Persona

Personal Goals

Technology Habits

- Relies on her iPhone for most services and location tracking
- Active on TikTok, Instagram, YouTube
- Has Spotify and Netflix subscriptions
- New to EV ownership, no home charger
- Uses workplace charging
- Prefers self-service tools and social media advertising over traditional channels

Needs & Expectations

- Wants eco-conscious, affordable choices
- Prefers convenient and flexible options
- Looks for trustworthiness, ease, and personalization
- Seeks services that support her mobile lifestyle
- Expects smooth onboarding and fast, easy-to-use services

Frustrations & Pain Points

- Dislikes physical mail, door hangers, postcards
- Will ignore radio ads and phone calls
- Gets annoyed by extra steps or complicated websites
- Lacks charging at home—convenience and cost matter a lot
- Has no brand loyalty—companies must earn her trust