



Barry West

Age: 23

Occupation: Student

*Education: Master's
Degree*

Who is Barry?

After obtaining a Bachelor's in Arts and Sciences, Barry is seeking to further his education by obtaining a Master's Degree. He currently lives with his roommate in an apartment, a couple of miles from campus. He does not own a car and must rely on public transportation to get around the university.

WANTS

- A personal bike or skateboard
- Cheap subscription
- Flexible schedule on renting transportation

NEEDS

- Means of transportation
- Affordability for various transportation services

VALUES

- Several transportation options
- Quick and easy access obtaining transportation
- Convenience

FEARS

- Unavailability
- Costly subscriptions
- Stolen bike / skateboard

John



Age

19

Highest Level of Education

Pursuing a BSc

Wants

A consolidated of transportation options on campus

Easy of access to bike

Quick and easy access transportation schedules

Needs

Transportation around campus

Secure place to store bike

