

Basic Information

Persona 3



Veronica Smith



Age 75

Occupation Retired

Income 47,000/yr

Bio

Veronica is retired and disabled. However, she loves to stay involved in her local community. She values her independence, but is limited to a wheelchair. She is unable to use vehicles that do not have adjustments for a wheelchair. She needs to be able to get from her home to various community events and meetings. She is on a fixed income and must limit costs.

Goals

User goals



Move safely between locations

Travis McKenzie

Arrive timely to events and meetings

Travis McKenzie

Limit costs

Travis McKenzie

Wants and needs

User wants and needs



Ensure wheelchair space availability

Travis McKenzie

Comfortable transportation

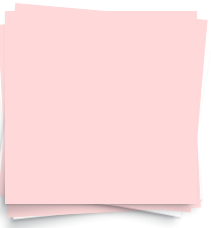
Travis McKenzie

Limit transitions between locations

Travis McKenzie

Pain points

User pain points



Wheelchair spaces occupied

Travis McKenzie

Timing

Travis McKenzie

Not always a safe and/or dry place to wait for transport

Travis McKenzie

Gaps between drop-off and destination

Travis McKenzie