

Basic Information

Persona 4



Hannah Quimby

Age 30

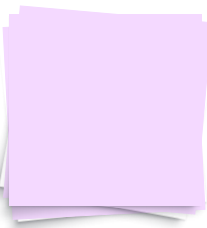
Occupation Executive at a Green IT firm

Income \$150,000

BIO
Born in Bend, Oregon, Hannah went to MIT and came back to Oregon because she likes tall trees and verdant landscapes

Goals

User goals



Save money for a house by seling her car
Ari Stassinopoulos

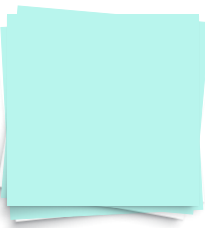
Reduce environmental impact.
Travis McKenzie

Timely arrival
Travis McKenzie

Ability to work and travel at the same time
Travis McKenzie

Wants and needs

User wants and needs



A very expensive condominium
Ari Stassinopoulos

Wants to limit her environmtal input
Ari Stassinopoulos

A more premium form of public transportation
Ari Stassinopoulos

Pain points

User pain points



Doesn't want to pay for parking
Ari Stassinopoulos

Doesn't want to be stuck with the riff raff
Ari Stassinopoulos

Hates that she can't work while she drives
Ari Stassinopoulos