

Basic Information

Persona 1



Jamal Green

Age

17

Occupation

Student

Income

\$15,000/yr

Bio

Jamal is a student. Senior in high school and will be attending community college locally upon graduation. Works part time at a coffee shop. Between school, work and extracurricular activities, Jamal needs to move quickly between locations. It is not cost effective for him to own a car and he also prefers to use public transportation and his bicycle where possible.

Goals

User goals

Get to work & school on time.
Travis McKenzie

Minimize costs
Travis McKenzie

Maximize efficiency
Travis McKenzie

Wants and needs

User wants and needs

Limit environmental impact in transit
Travis McKenzie

Be able to travel easily with bicycle or scooter
Travis McKenzie

Options for alternative forms of transit from stops
Travis McKenzie

Pain points

User pain points

Bus & MAX slowdowns. Frequency
Travis McKenzie

No space on the bike rack or on MAX, will sometimes have to wait for next bus/MAX
Travis McKenzie

Public transit is typically slower than individual car.
Travis McKenzie