## Persona 1



User goals

## **Jamal Green**

Age

17

Occupation

Student

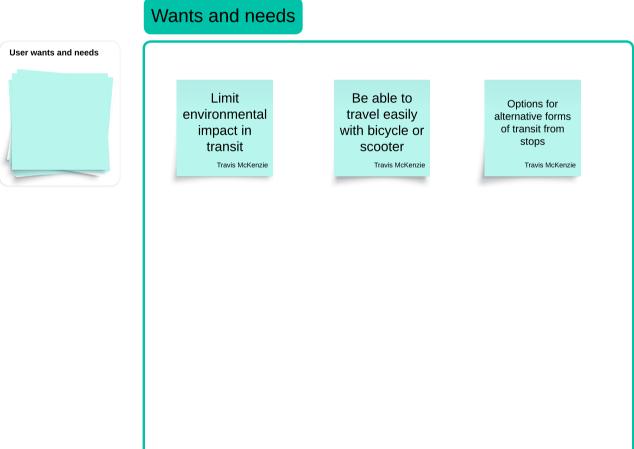
Income

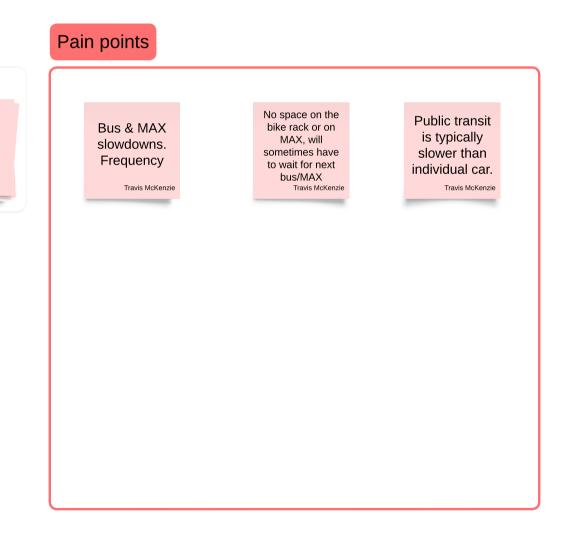
\$15,000/yr

## 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.







User pain points