

Basic Information

Persona 2



Jerry Pettygrove

Age 46

Occupation Receptionist/Assistant

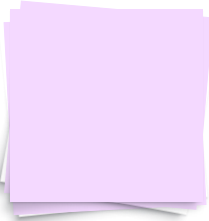
Income \$55,000/yr

Bio

Jerry commutes from Northeast Portland to Northwest Portland evey day for work. He drives to work but is frustrated by the amount of traffic he encounters on his commute and difficulty parking near his office. This makes him interested in alternative forms of transportation, but he doesn't know where to start

Goals

User goals



Not get stuck in traffic
Ari Stassinopoulos

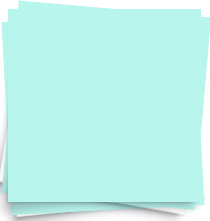
Save money on gas
Ari Stassinopoulos

Find the motivation and routes of alternate transportation
Ari Stassinopoulos

Travel in comfort
Ari Stassinopoulos

Wants and needs

User wants and needs



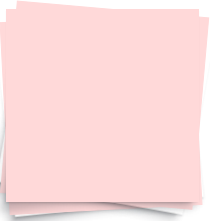
Wants: A consistent ride without long waits or harrassment
Ari Stassinopoulos

Wants to be told where to bike or which bus/train to take
Ari Stassinopoulos

Needs to be confident that the transit will come
Ari Stassinopoulos

Pain points

User pain points



Doesn't always know that transit will come
Ari Stassinopoulos

Isn't familiar with safe routes to work
Ari Stassinopoulos