


Photo		<div>Frank Minestroni</div> <div>Stockbroker</div> <div> <div>Background</div> <ul style="list-style-type: none"> <li>• Age - 32</li> <li>• Occupation - Trader</li> <li>• Field of Study - Finance</li> <li>• Level of expertise - Frequently uses trains and knows technology well</li> </ul> </div> <div> <div>Main Points</div> <ul style="list-style-type: none"> <li>• Frank grew up in New York</li> <li>• Both his parents work in finance</li> <li>• Frank lives in Fulham during the week and in Surrey Hills on weekends</li> <li>• He works as a trader for a top bank in Canary Wharf, London</li> <li>• He has to travel for work and also visits his parents regularly in New York</li> </ul> </div>
<div>Goals</div> <ul style="list-style-type: none"> <li>• Frank wants to get to travel quickly and easily during peak hour</li> <li>• Frank wants his route to be easily flexible as his plans often change</li> <li>• Frank just wants to get from A to B as quickly and easily as possible</li> </ul>		<p>Frank was born in New York. He grew up with divorced parents and no siblings. His mother lives in New Jersey and father in Manhattan. Both parents are in finance so it was almost inevitable that Frank joined the game.</p> <p>After graduating from Harvard, Frank moved to London at the age of 21 to work as a bond trader. He first joined JPMorgan, but after 5 years he moved to Morgan Stanley for a significant promotion. He has been very successful in his career and continues to climb the corporate ladder.</p> <p>Frank is married to his work and his extravagant weekend house is situated in the affluent area of Surrey Hills, South-West of London. During the week he lives in a small apartment in Fulham but likes to get out of London as often as he can. He is a regular commuter on the Friday train from London to Surrey Hills.</p>
<div>Frustration and Pain Points</div> <ul style="list-style-type: none"> <li>• Frank is often on the phone and doesn't want to stop his call when buying train tickets</li> <li>• He recognises poorly designed and cumbersome technology when he sees it</li> <li>• Frank wants to easily find the fastest routes at last minute notice</li> </ul>		<p>Every month or two, Frank travels internationally for work or to see his parents in New York. He tends to travel similar routes on the train and likes to be as quick as possible when getting from A to B. He buys train tickets often but due to the rapid nature of his work, he gets frustrated by how long it takes to buy a ticket.</p>
<div>Scenario Titles</div> <ul style="list-style-type: none"> <li>• In peak Friday night traffic, Frank wants to quickly get from Canary Wharf to his house in Surrey Hills</li> <li>• Frank has been called into a client meeting at short notice and is running late. He has to travel from Surrey Hills to Winchester, where he has never been before.</li> <li>• Frank had a boozy lunch with colleagues on Saturday, he now wants to travel from Fulham and spend the rest of the weekend in Surrey Hills. However his regular route is closed for maintenance.</li> </ul>		