Persona: Alex Torres

Background:

Alex Torres is a working professional who heavily relies on the ferry as their primary mode of transportation to commute to work. Due to limited transportation options and a preference not to drive, Alex embraces the ferry as a convenient means to reach their workplace. However, they often face challenges due to the ferry's inconsistent departure times.

Demographics:

- Name: Alex Torres

- Age: 32

- Occupation: Marketing Executive

- Location: Wilhelmsburg

- Transportation Preference: Relies on the ferry, avoids driving or taking the train

Goals and Needs:

- Arrive at work on time and fulfill job responsibilities

- Seek a reliable and efficient mode of transportation

- Commute comfortably and consistently

- Maintain control over their commuting routine

Frustrations and Challenges:

- Fear of being late for work due to inconsistent ferry schedule

- Frustration with delays and sudden changes in ferry departure times

- Anxious about finding alternative routes in case the ferry is unavailable

- Concerns about missing important meetings and impacting their professional reputation