

Emma Slay-Zoe McCuen

age: 26

residence: Chicago IL

education: BA in Education

occupation: Teacher

marital status: Single

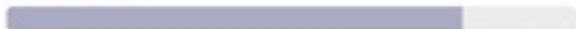


"Stay safe"

She loves to spend her time going on walks around town and state parks. She needs to save money so she tends to walk to her job and when she goes out. She loves the environment and by walking instead of driving she is cutting back on pollution.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Walking to school safely
- School field-trips to be safe when walking
- Weather alerts since it snows a lot

Values

- Saving the environment
- Cheap form of transportation
- Staying healthy

Criteria For Success:

Feeling safe when walking places and making sure she can have fun while pursuing her career.

Wants

- Staying connected with the world around her
- Making positive choices for the environment
- To be surrounded by nature

Fears

- Walking at night
- Not being prepared for weather
- Poor infrastructure/maintenance of walkways