



**Name:** Businessman Bryan

**Job:** Sales Manager for midsize company

**Location:** Based out of Denver, Colorado

**Age:** 34

**Marital Status:** Single

**Sex:** Male

**Ride Needs:** Needs a ride 6 times per month (3 round-trips)

**Budget:** >\$20 on his company card

**Bio:**

Bryan seeks to travel the world and lead a successful career. He takes pride in his work and is known for being prompt and prepared. He travels a lot with his job and is growing increasingly frustrated at cab companies that take him to the airport because he doesn't know when the cab will come to pick him up. He's interested in using an app to get rides because he's heard good things about the drivers arriving quickly and that ride-sharing apps give an ETA for the driver.

**Character Traits:**

Prompt, prepared, assertive, confident

**Habits:**

Tries to schedule airport rides in advance, only pays for fare with his company card, travels with a carry-on suitcase and briefcase, arrives at airport 2 hours early

**Goals:**  
**(for Stage 3, Video 4)**

- Get to the airport quickly
- Travel in a clean car
- Travel alone (not in a shuttle or carpool)
- Book trip in advance