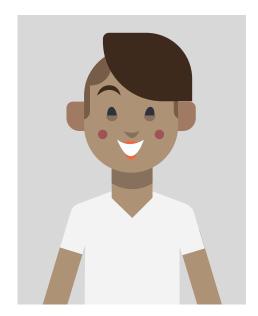
COURSE

Creating User Experiences

ASSET

Persona - Social Sarah





Name: Social Sarah

Job: Full-time college student

Location: Miami, Ohio

Age: 21

Marital Status: Single

Sex: Female

Ride Needs: Needs a ride 4 times per month (2 round-trips)

Budget: <\$5, splits fare with friends

Bio:

Sarah is a hardworking student who enjoys spending weekends with her friends. She doesn't have a job, so she tries to save money where she can. She and her friends use ride-sharing apps to safely get around her college town to get to parties and to come home. She's interested in using ride-sharing apps because they're cheaper than taxis, and she can use an app to book herself a ride. Sarah always travels with her group of friends, which means that she gets good deals on her share of the fare.

Character Traits: Energetic, fun-loving, resourceful, clever

Habits: Uses apps to get home safely after parties,

splits fares with her roommates to save money,

books the ride for herself and her friends,

travels in groups of 3 or more

Goals: (for Stage 3, Video 4)

Travel as cheap as possible

• Get home safely

Travel with her friends

• Book a ride using an app

Persona #2 Page 1 of 1