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