

Persona 1: Lori Peterson, Visitor

*"I love exploring public art in all the cities
that I travel to for work."*



Age: 24

Education: Bachelor's in Accounting

Hometown: Austin, TX

Family: Single

Occupation: Financial Analyst

Goals

- Be self-sufficient
- Save money
- Explore and learn

Frustrations

- Her transit app doesn't highlight tourist destinations
- She is constantly learning new public transit systems for travel

Lori travels to many cities in North America as an employee at a business consulting firm. She's highly analytical and likes to learn and explore. She uses technology as a tool as she travels but is often using more than one app and struggles to streamline her tourist activities on her mobile phone. She tends to avoid interacting with strangers to get help and is often traveling over weekends when there are no transportation call agents working.

Persona 2: Lonnie Jefferson,
Daily Commuter



Age: 39

Education: High school

Hometown: St. Louis, MO

Family: Married, one child

Occupation: Server assistant

"I can't keep a job because I can't get around."

Goals

- Utilize public transit to navigate for work and errands
- Avoid planning ahead for commute
- Advance in his culinary career

Frustrations

- Lack of reliable source for transit info
- Missing buses due to lack of access to transit information

Lonnie recently moved to Kansas City from St. Louis. He has a lot of work experience in various jobs in food and beverage services at many hotels but has issues with attendance because of his commute. He works long hours that vary greatly and he relies on public transit to get to/from work. He is very goal-oriented and is saving for culinary school and dreams of being an executive chef.