



Taylor

**Age:** 26 y/o  
**Profession:** Photographer

**Marital status:** Single

# Catching the train last minute feels like a victory

## Biography

Between photoshoots and location scouting, Taylor practically lives traveling between places.

She takes her job very seriously and usually has a jam packed schedule.

Aside from her camera, her phone is her most relied on gadget and takes it everywhere she goes.

## Behaviors and Habits

Depending on her day, she might prefer to take the long way home in a less crowded cart, or she will need to rush to her next meeting and likes to get there at least 10 minutes early.

She takes pride on “project managing” her friend group when it comes to making plans and meeting up.

## Goals

- ✧ Depending on her day, the option to find the fastest OR most convenient route.
- ✧ The ability to find alternative ways to get to her destination after last minute changes.
- ✧ Knowing how far people really are from their destination.

## Needs

- ✧ Reliable application to easily navigate last minute changes.
- ✧ Accurate realtime updates.
- ✧ Easy way to keep up with everyone’s ETAs.

## Pain Points

- ✧ Hates missing stops on the train.
- ✧ Unexpected changes in routes disrupt her daily schedule.
- ✧ Relies on multiple platforms to coordinate group plans.