

Personal Background

Age: 28

Status: Single, child-free

Education: MA in finance

Professional Background

Occupation: Full-Time Financial Advisor

Income: 80,000 a year

Scenario & End Goals

"I drive 45 minutes from home to get to work each day. Having peace of mind that my car has safety features catered to keep me safe as a Black woman in a heavily populated area means I can drive to work confident and feeling secure in knowing I can always find the resources I need wherever I am at any time.

Psychographics

- loves to read & knit
- not a fan of public transport
- has 2 cats
- listens to podcasts on her way to work

User Environment

Location: Drives from Derry, NH to Boston, MA -- new to the area

Sasha Anderson

