

Personal Background

Age: 32

Status: married, pregnant w/ first child

Education: BA in education

Professional Background

Occupation: elementary school VP

Income: 70k a year, 150k a year
household

Scenario & End Goals

"My husband and I just bought a house in our hometown. We have our first baby on the way, and I want a new car that caters to our family's needs. I want to know when I'm driving that if an emergency arises, I can quickly and easily find a place to get to safety, bring my baby to safety, or get help. As a pregnant woman who often goes out alone to work or grocery shop, it's even more important now than ever for me to have access to those resources. A car with enhanced child safety features and car failure detection features, as well as easy ways for me to find hospitals, doctors, mechanics, and other essentials quickly from wherever I am, even without internet, is important to me. My parents live an hour away in the middle of nowhere, so the features need to work everywhere."

Psychographics

- loves walking the family dog
 - vegetarian
- travels often to visit family
 - extroverted
 - loves the beach
- attends a lot of large group events (family gatherings, friends' parties, etc.)
- husband is her best friend

User Environment

Location: lives in suburbs of
Tyngsboro, MA

Anna Gonzalez

