

Personal Background

Age: 21

Status: single (marital status), in relationship

Education: has associate's in English

Professional Background

Occupation: barista at Starbucks

Income: 32k a year

Scenario & End Goals

"I don't live too far from my job, but I'm one of the only roommates who can afford a new car right now. We don't have a lot of connections in the local area who we trust yet, as my partner is trans and disabled, and I am also queer and nonbinary. We don't have a ton of education on motor vehicles and find it hard to trust local mechanics, as we tend to present more feminine. Having a car with features that will help us understand exactly what's going on before we even seek help, and who can recommend reliable shops, would be GREAT!

Psychographics

- loves to knit & crochet
- loves the fall and spooky season
- very active in queer advocacy in online communities
- considers friends to be their family
- slow to trust new things

User Environment

Location: rents an apartment in Manchester, NH with partner & two friends

Ari Evans

