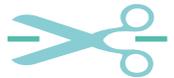
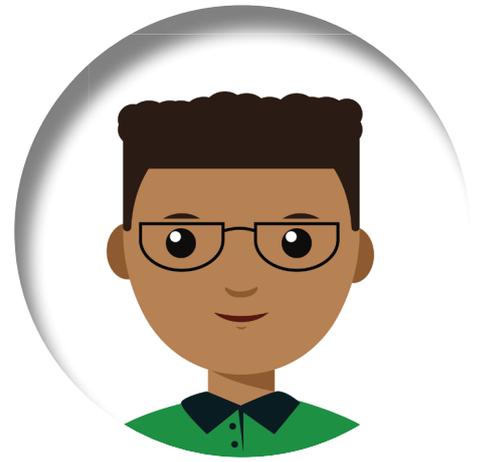
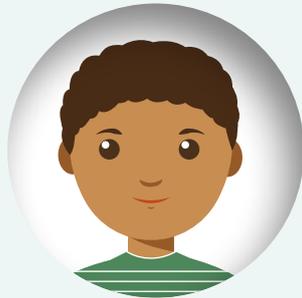


# User profiles



**Name:**  
Rowan Berry



**Age:**  
36

**Occupation:**  
Part-time cashier. Rowan is also the primary carer for two young children.

**Where does he live?**  
On the outskirts of town where rent is cheap.

**How does he currently travel?**  
Mostly by car. It's expensive to keep a car but the bus is infrequent and inconvenient.

**How often does he travel?**  
Four journeys a day: to and from school to drop off the kids, then to and from work.

**What is most important to him about his mode of transport?**  
Convenience, speed and cost.

**Name:**  
Rosemary Sultana  
**Age:**  
72



**Occupation:**  
Retired chemist  
**Where does she live?**  
In the centre of town.

**How does she currently travel?**  
Mostly by bus. It's free with her Senior Citizen Card and she likes looking out the window. She worries about getting hit by cars crossing the road as her eyesight isn't perfect any more.

**How often does she travel?**  
Rosemary takes around five journeys a week.

**What is most important to her about her mode of transport?**  
Cost and enjoyment.



# User profiles



**Name:**

Ash Quince



**Age:**

19

**Occupation:**

Full-time student

**Where does he live?**

On campus at university, near the town centre.

**How does he currently travel?**

Ash is blind. He mainly travels on foot with his guide dog. His parents sometimes drive him but he'd prefer to be self-sufficient.

**How often does he travel?**

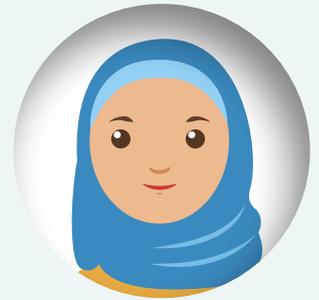
Several short journeys a day, plus a long journey once a month.

**What is most important to him about his mode of transport?**

Cost, safety and independence.

**Name:**

Holly Apple



**Age:**

49

**Occupation:**

Marketing manager

**Where does she live?**

In the suburbs, but she works in the town centre.

**How does she currently travel?**

By car at least twice a day on work days. She feels guilty about the environmental cost and hates traffic but she can't find a good alternative.

**How often does she travel?**

At least twice a day on work days plus she likes to drive in the country at the weekend.

**What is most important to her about her mode of transport?**

Convenience and comfort.



# User profiles



**Name:**  
Laurel Plum



**Age:**  
27

**Occupation:**  
Delivery driver

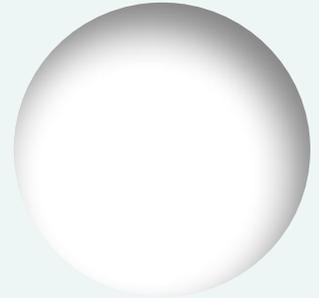
**Where does she live?**  
In a flatshare near the town centre.

**How does she currently travel?**  
She travels by a company-owned van. It often breaks down, which annoys her.

**How often does she travel?**  
All day every day for work. She likes to go for cycle rides on her days off.

**What is most important to her about her mode of transport?**  
Reliability, comfort and speed.

**Name:**



**Age:**

**Occupation:**

**Where does this person live?**

**How do they currently travel?**

**How often do they travel?**

**What is most important to them about their mode of transport?**

