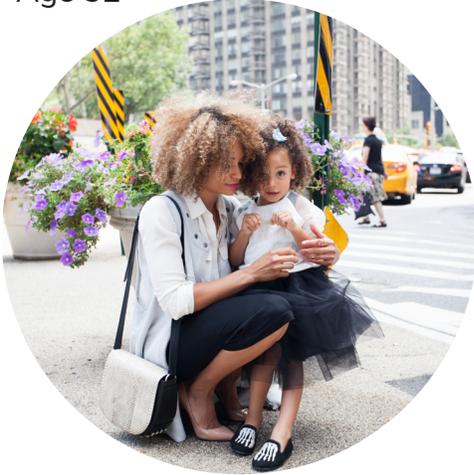


Erica

- Lives in Queens, works in finance in Manhattan
- Age 32



Relevant Characteristics & Behaviors:

- Is a senior vice president at work and must look professional and respected
- Will not wear a helmet
- Prioritizes her daughter and success at work over everything else

Ideal Scenario Example:

It's 7:30am and Erica just realized she slept through her alarm. She throws on her work clothes, puts on makeup and is feeling professional and ready to impress at work. But, since she can't do makeup and make her daughter breakfast at the same time she has to yell to her to grab some fruit and a cereal bar and then she and her daughter run down the stairs and out the door. They are both nervous about arriving on time, but the journey is safe, quick and easy as they don't have to battle any cars or race the traffic lights. Her daughter is able to eat her food sitting in the back seat and also calls out a cute squirrel she sees on a tree. This makes Erica happy because she loves to see her daughter smile. They end up getting to school on time, and while she knows it embarrasses her daughter, Erica gives her a hug and kiss goodbye before peddling over to work.

Key Goals for a Journey:

- Wants to get to work safely and efficiently and arrive looking nice
- Likes spending time with her daughter whenever possible

Frustrations with Existing Mobility:

- Stress of driving in traffic and possibility of train delays gets exhausting
- Unreliable bus routes make her call a cab for her daughter to get her to school rather than take the bus with her

Perception of biking as a practice:

- Unsafe, stressful, difficult
- Only for athletic people or daredevils
- She would be viewed as irresponsible if she let her daughter ride a bike, because it's dangerous and she might get hurt

What makes her happy?

- Spending time with her daughter
- Relaxing, not having to worry
- Being able to make a plan and not be interrupted by something unexpected