

Mary Falcon



"I wish I could have a scooter, party with my friends so that we could have some fun and I could gain some confidence!"

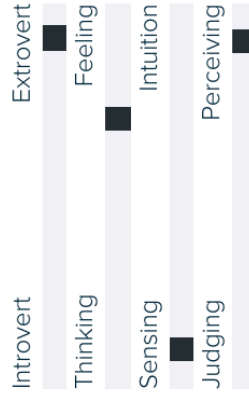
Age: 22

Work: Marketing Intern

Family: Single, no kids

Location: Denver, CO

Personality



Goals

- Exploring her new city.
- Not injuring himself or others while he rides.
- Gaining confidence with her friends.

Frustrations

- -No real way of securing a scooter — she has to go find one and hope it isn't taken before she gets there.
- Confused about where she should ride it (street/sidewalk/bike lane).

Brands & Influencers



Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Bio

Mary is a o-st-collegiate urbanite who just moved to Denver six months ago. She enjoys exploring her new city on the weekends and is pumped about any new adventure that presents itself.

While she has noticed the various scooters sitting by idly on the city streets, only recently did she gather the courage to try riding one. Though the onboarding process seemed painfully long, she enjoyed the short, thrilling ride she took around her friend's neighborhood. She would like to take more scooter rides, but only in the comfort of a pack of her friends, especially since she is unsure where she is supposed to ride the scooters (sidewalks? bike lanes? streets?).

Frustratingly, she is currently unable to secure more than one scooter at a time.