

Jenny Sparrow



"Scooters are a ton of fun and a great way to start the day—if you are lucky and can find one..."

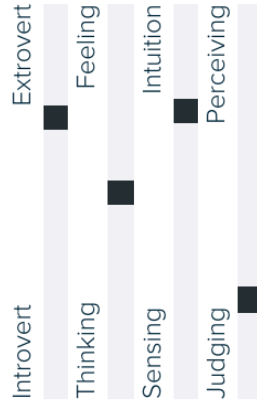
Age: 27

Work: Education Administration

Family: Married, no kids

Location: Denver, CO

Personality



Goals

- Riding a scooter as often as possible, whether for work or play.
- Advocating for scooters and under-represented forms of transportation.
- Finding a scooter quick.

Frustrations

- Not knowing if or when she will find a scooter outside her apartment complex or work place.
- Unclear communication on the scooter app (
- Confusion over where she is supposed to ride it (Street? Sidewalk? Bike lane?)

Brands & Influencers



Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Bio

Jenny loves the scooter movement in Denver so much that she would consider herself a self-proclaimed "scooter advocate". If she had her preference, she would use them every day to commute to and from work and to scoot around town with her friends. Scooters are a "great way to start the day— they're super fun!"

However, reality does not always match her desires. This is because Jenny cannot rely on a scooter being readily available for her commute to or from work; their batteries are sometimes dead or very close to being dead; and more than once, she has run into the frustrating experience of finding an available scooter virtually on the app, but arriving minutes later to find that the scooter was taken during her walk. Thus, while they are "really fun to use", finding one is "totally a luck thing". She has no brand loyalty whatsoever and would grab one whenever she sees it. However, she sees them few and far between.