

Public Transit Rider Persona Journey Map

Meet the Personas

Persona A: the Transit System Navigator

Dedicated public transit riders rely on public transportation for their daily activities due to a lack of a personal vehicle or their inability or unwillingness to drive.

Persona B: the Versatile Traveler

Individuals who make informed and strategic choices about which transit mode to use based on which is most convenient, and could choose public transit, cycling, ride-hailing services, or driving.

Persona C: the Event Driven Explorer

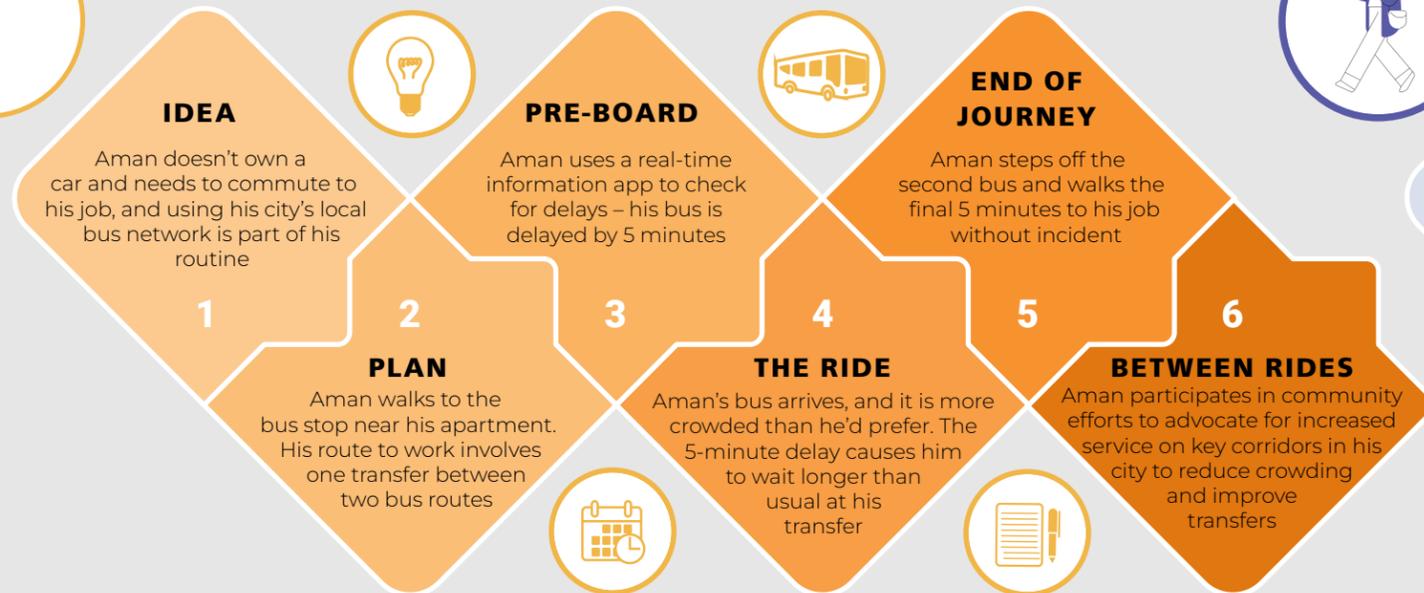
Individuals who primarily use public transit for specific purposes, with a strong focus on attending events and reaching destinations where transit offers a more convenient and efficient option.

Persona D: the Transit Sympathizer

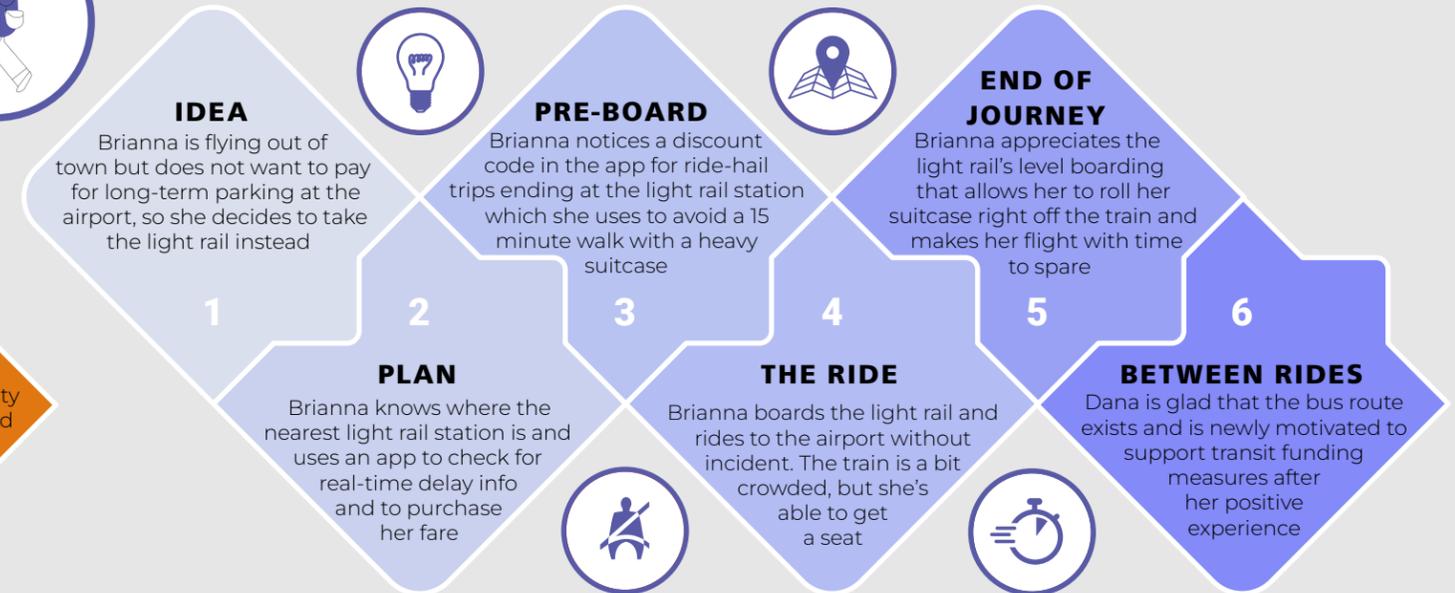
These individuals rarely, if ever, use public transportation. They may support public transit in principle, but they prefer to drive for their transportation needs.



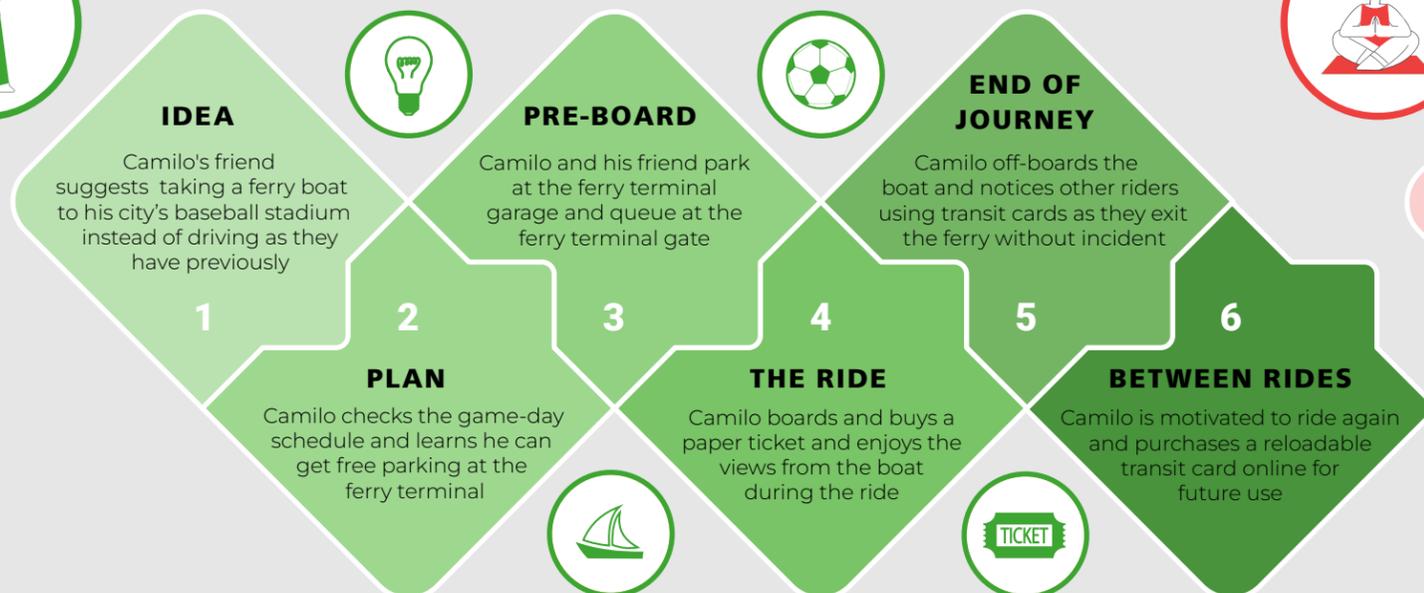
A TRANSIT SYSTEM NAVIGATOR



B VERSATILE TRAVELER



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D TRANSIT SYMPATHIZER

