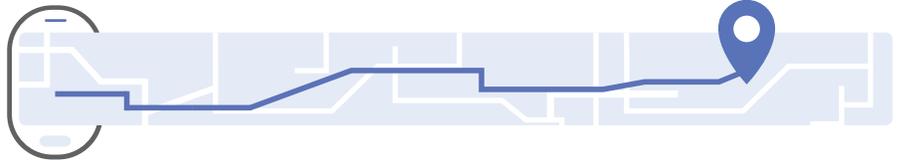


# Persona B: The Versatile Traveler

The Versatile Traveler epitomizes individuals with an adaptable and versatile approach to transportation. They utilize various mobility options based on specific purposes and situations, making decisions that prioritize convenience, cost-effectiveness, and practicality. This persona is marked by flexibility, integrating modes such as public transit, bicycling, shared bicycle or scooters, ride-hailing services, and even occasional car rentals into their travel choices.



- This persona group is flexible and adaptive in meeting their travel needs
- Professionals; skews to an 35+ demographic
- Occasional rider not regular, not associated with “peak” or “commute”
- Destination oriented vs workplace oriented; focus on leisure/culturally oriented locations
- Convenience is key; often will consider walking, biking or ride-hail
- The challenge to increase the use of transit is “how” to ride and access the system
- Opportunity to build rider confidence with tools to demystify how to navigate transit

## Journey Map

Join ‘Brianna’ (Persona B) on a typical journey.

