

John, the Architect



"Citi Bike is what I've been looking for: affordable, sustainable and fast. Moreover, I don't have to go to gym anymore!"

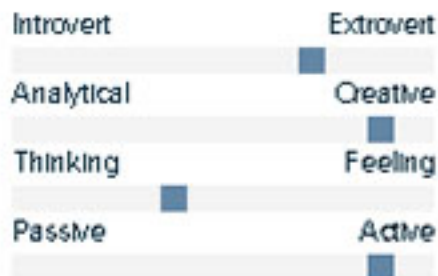
Age: 27

Location: Manhattan, NY

Profession: Junior Architectural Designer

Income: \$52K

Personality



HAZAL

Back Story

- Holds a master's degree in Architecture
- Works in a design team of a small-sized architectural firm
- Interested in sustainable materials
- Loves playing guitar
- Lives with his girlfriend
- Wellness enthusiast

Motivations

- Hates crowded trains, and waiting during rush hour
- Doesn't have time for gym
- Affordable than MetroCard (MTA)

Goals

- To avoid rush hour crowd and stress
- To save some money
- Bike-riding as new work-out routine

Barriers

- Hidden costs
- Negative customer service experience
- Quality of bike
- Quality of service

Personality

Visual Thinker



Innovative



Independent



Social



Tech Guru



Brands



Preferred Channels

Traditional Ads



Online & Social Media



Referral



Guerrilla Efforts & PR

