## CUSTOMER

**Name**

**JEN**

**Persona Details**
- MID-TWENTIES
- FASHION SAVVY
- COST CONSCIOUS
- NYC WITHOUT A CAR

**Journey Needs**
TO GET TO/FROM HER FRIEND'S WEDDING IN THE NY COUNTRYSIDE

**Emotional Needs**
- SAFE, RELIABLE TRANSPORT
- LOOK GOOD TO HER FRIENDS
- STAY WITHIN BUDGET

## INSIGHT

### Moment Need

### NEW ATTITUDE

## INSIGHT

### Emotional Need

### NEW BEHAVIOR

## BRAND

**Name**

**ZOOMGO**

**Brand Attributes**
- HIP & MODERN
- CONVENIENT
- COST EFFECTIVE
- GREEN

## ISSUE/OPPORTUNITY

## IMPACT

## TREND

## SBO

**GROW BY 40% YOY**

## INNOVATION

**New Experience**

**Enabled By**