

<b>CUSTOMER</b> Name  <b>JEN</b>  Persona Details <ul style="list-style-type: none"> <li>MID-TWENTIES</li> <li>FASHION SAVVY</li> <li>COST CONSCIOUS</li> <li>NYC WITHOUT A CAR</li> </ul> Journey Needs TO GET TO/FROM HER FRIEND'S WEDDING IN THE NY COUNTRYSIDE  Emotional Needs <ul style="list-style-type: none"> <li>SAFE, RELIABLE TRANSPORT</li> <li>LOOK GOOD TO HER FRIENDS</li> <li>STAY WITHIN BUDGET</li> </ul>	<b>INSIGHT</b> Moment Need	<b>NEW ATTITUDE</b>
	<b>INSIGHT</b> Emotional Need	<b>NEW BEHAVIOR</b>

<b>BRAND</b> Name  <b>ZOOMGO</b>  Brand Attributes <ul style="list-style-type: none"> <li>HIP &amp; MODERN</li> <li>CONVENIENT</li> <li>COST EFFECTIVE</li> <li>GREEN</li> </ul>	<b>ISSUE/OPPORTUNITY</b>	<b>IMPACT</b>
	<b>TREND</b>	<b>SBO</b>  GROW BY 40% YOY

**INNOVATION**

*New Experience*

*Enabled By*