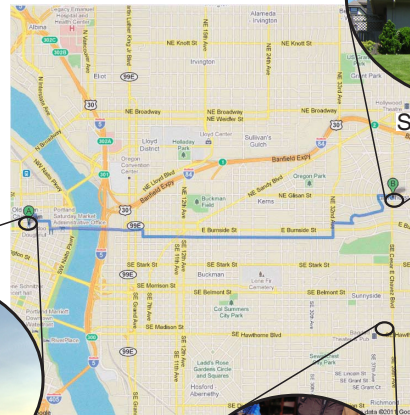




Photograph by George Doyle/Stockbyte/Getty Images

Portland, OR



Sena's Laurelhurst Home



Downtown Portland where Sena works



Both stop to pick up groceries while on their bicycles

Primary Persona: Sena Williams



Sena is a single, 28 year old policy analyst for the City of Portland. She graduated from UCLA, and received her law degree from Lewis and Clark.

Sena Rides her bike to work in downtown Portland, a four mile trip, at least three times per week regardless of the weather.

She transports:

Laptop

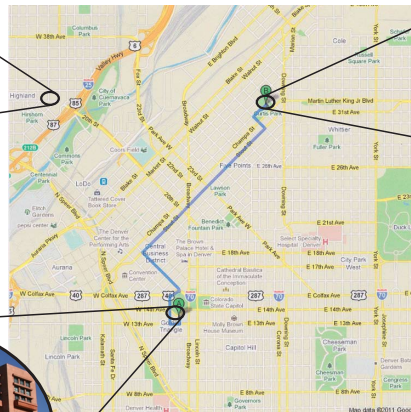
3-ring binders of documents

Groceries

Denver, CO



Local Hardware store for home renovations



Sean's Curtis Park Home



Sean rides to the Downtown Denver Library



Photograph by Jack Hollingsworth/PhotoDisc/Getty Images

Secondary Persona: Sean Willard



Sean is a 33 year old free-lance writer who mostly works at home. He lives with his wife and seven year old daughter in the Curtis Park neighborhood of Denver. He graduated from the University of Colorado at Boulder.

He rides his bike downtown to visit the library, run errands, meet clients and accompanies his daughter to school.

He needs to carry:

Laptop

Documents

Books

School projects

Groceries

Coats

Supplies for his home renovation