



 **Sarah Thompson, 42**

The Business Executive

-Chief Operating Officer at a multinational corporation

Goals:

- Reliable, on-time transportation for important business meetings.
- A stress-free, premium experience that reflects her professional status.

Pain Points

- Delays or last-minute cancellations by chauffeurs.
- Lack of real-time communication and updates on chauffeur location.

Preferred Features

- Ability to pre-select chauffeurs based on past experiences.
- Real-time tracking with accurate ETA updates.
- A clean, luxury vehicle equipped with amenities like Wi-Fi and charging ports.



 **Ahmed Al Mansoori, 50**

The High-Profile Diplomat

-Ambassador for an international organization

Goals:

- Discreet, secure transportation for diplomatic missions and official events.
- A chauffeur who is professional, punctual, and aware of the need for confidentiality.

Pain Points

- Concerns about security and privacy during transportation.
- The need for absolute punctuality and professionalism.

Preferred Features

- Option to select chauffeurs with security clearances or specialized training.
- Secure communication channels for updates and instructions.
- A fleet of armored or specially equipped vehicles.



 **Yuki Nakamura, 34**

The Luxury Tourist

-Fashion Influencer and Blogger

Goals:

- Explore Tokyo in style, with a focus on comfort and luxury.
- Capture content for social media that highlights her luxurious lifestyle.

Pain Points

- Difficulty in finding chauffeurs who understand her need for flexibility and photo-friendly spots.
- Inconsistent service quality when booking through generic platforms.

Preferred Features

- In-app recommendations for scenic routes and popular tourist spots.
- Options to customize the vehicle's interior ambiance (e.g., lighting, music).
- A chauffeur who is knowledgeable about the city and can suggest great photo opportunities.