



Name: Grandma Gin
Job: Retired Flight Attendant
Location: Sedona, AZ
Age: 72
Travel Frequency: Medium
Internet Use: Frequent
Social Networks: Facebook, Instagram
Technology: iPhone 11, iPad Air, Google Chromebook

Bio:

Gin retired to Sedona five years ago. As a former flight attendant, Gin flies for free. She takes several trips per year, alternating between seeing new places and visiting her grandchildren. But while a confident flyer, Gin doesn't enjoy driving, especially at night. She prefers not to rent a car, but when driving is necessary, she allows extra time to drive slowly and safely. Gin enjoys video chats with her grandkids using Facebook Messenger and following their adventures on Instagram.

Character Traits: Warm, Outgoing, Adventurous, Thoughtful

Habits: Gin uses Instagram daily to post travel photos and keep up with her grandkids. Gin loves to visit places where no car is needed: Paris, NYC, Singapore. When Gin must drive, she prefers the daytime and choosing safer, slower routes.

Goals:

- See the world
- Stay in touch with her grandkids
- Minimize daily driving
- Choose safe driving routes