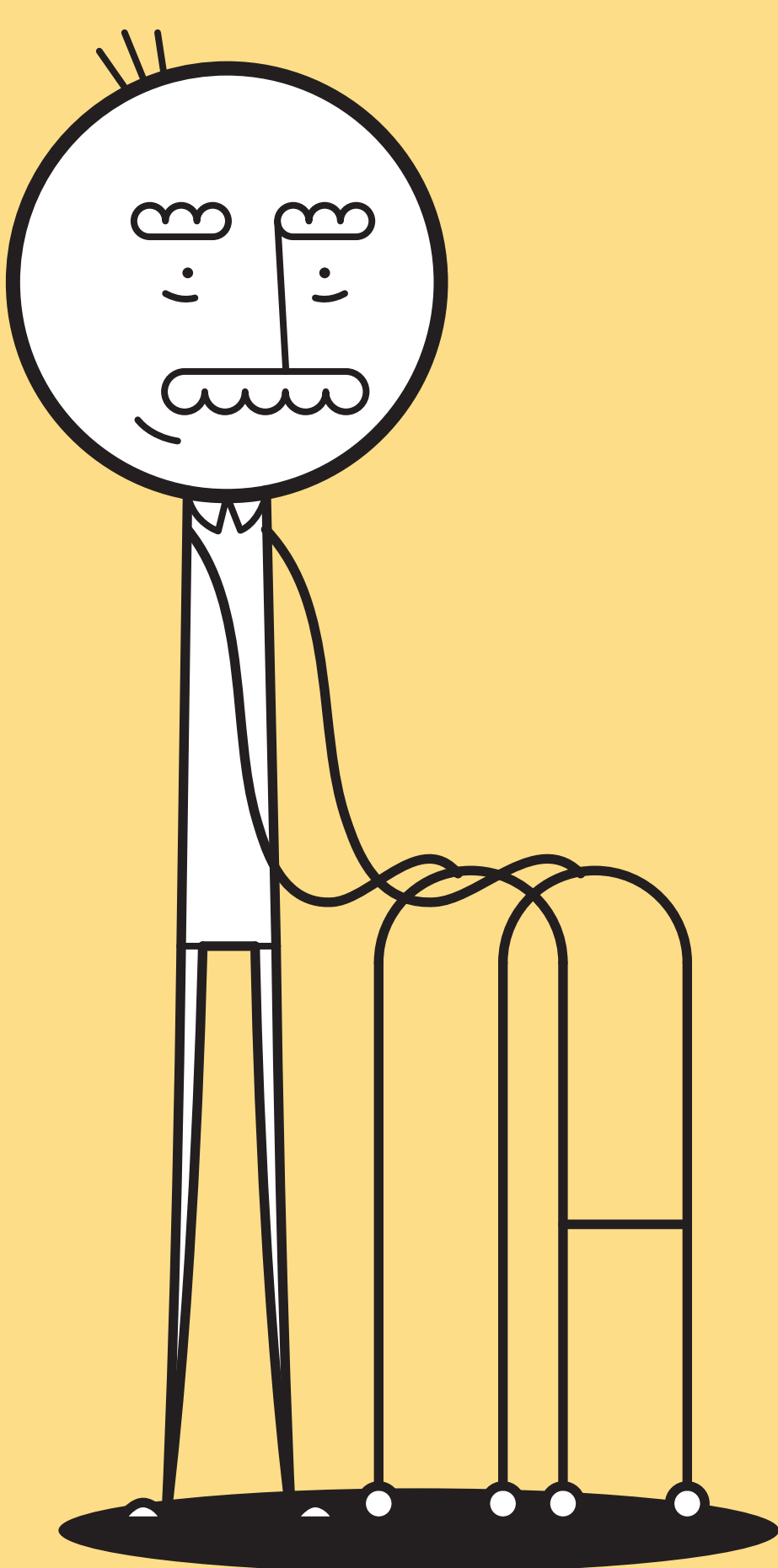


Rider Personas

These personas help us imagine ideas for the T’s future that will make sense for real people’s diverse needs, goals, and priorities. Ricardo, Eunice, Charlotte, and Pete’s characters are based on stories we heard from the MBTA riders we interviewed about their experiences on the T.



RICARDO

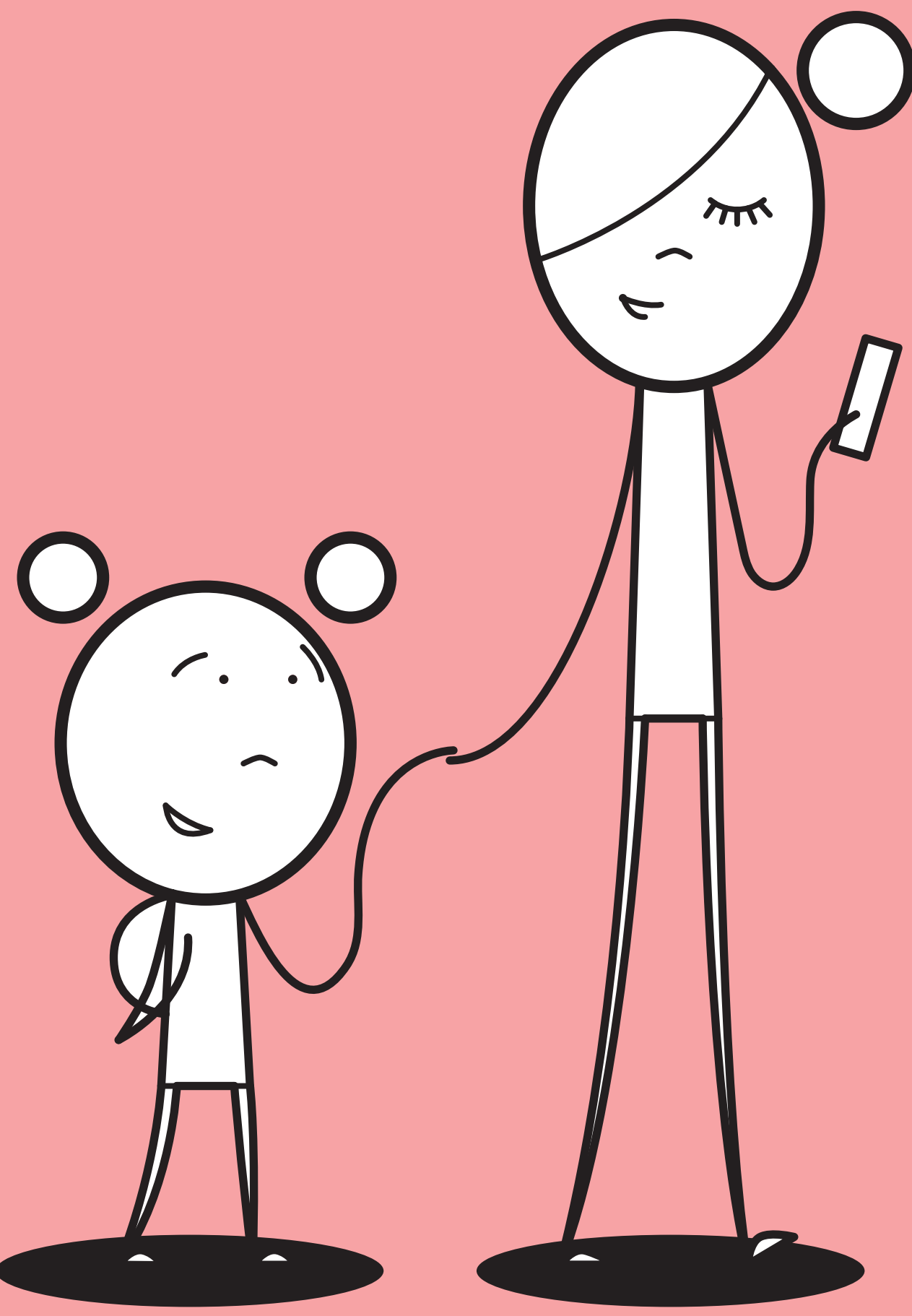
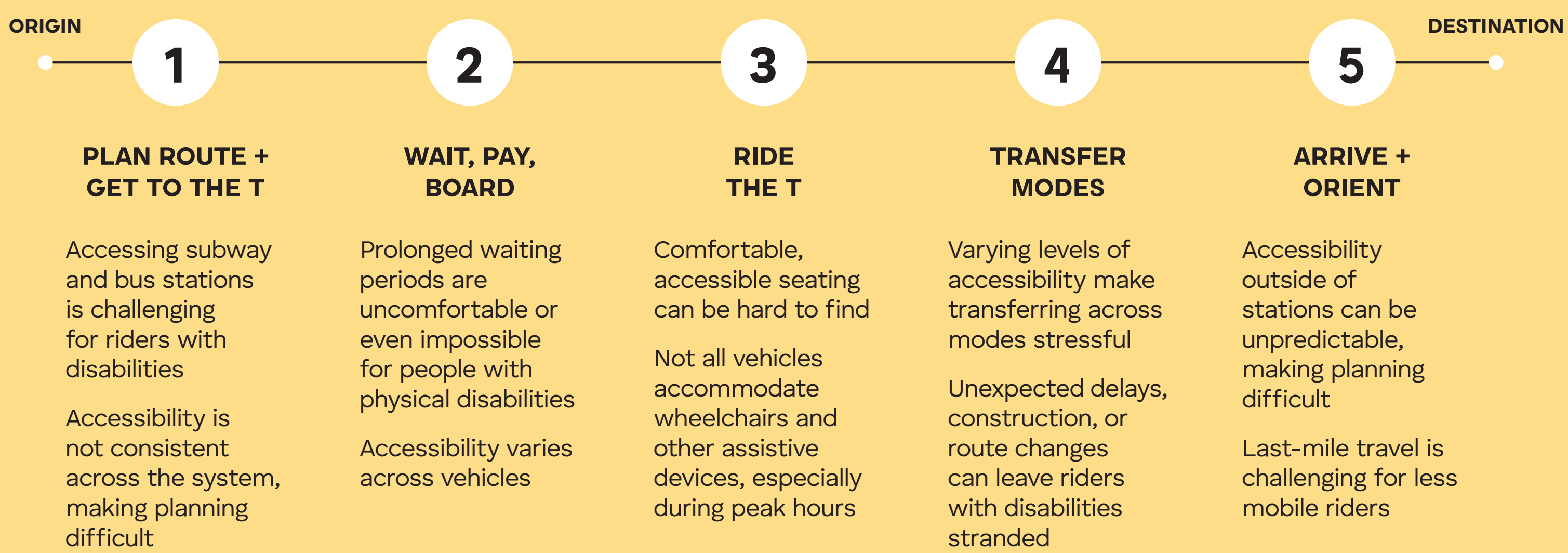
Ricardo has been working in his Boston law practice for more than 30 years. He’s living with Parkinson’s, and over the last few years has been experiencing increasing difficulty walking, and is no longer able to drive. Ricardo is determined that his condition isn’t going to stop him from seeing clients and getting out of the house and downtown.

Every day Ricardo takes public transit to work in the morning, and home in the evening. Evening commutes are particularly stressful, as Ricardo is tired and doesn’t have a lot of stamina for standing and walking. Ricardo has carefully worked out the route that works best for him, and this routine helps keep him comfortable.

RIDER PROFILE

Ricardo is living with Parkinson’s and has mobility issues
Ricardo wants his ride to be as comfortable as possible
Ricardo likes to feel connected to his community
Ricardo needs help every time he takes the T

TODAY’S CHALLENGES FOR RIDERS LIKE RICARDO



CHARLOTTE

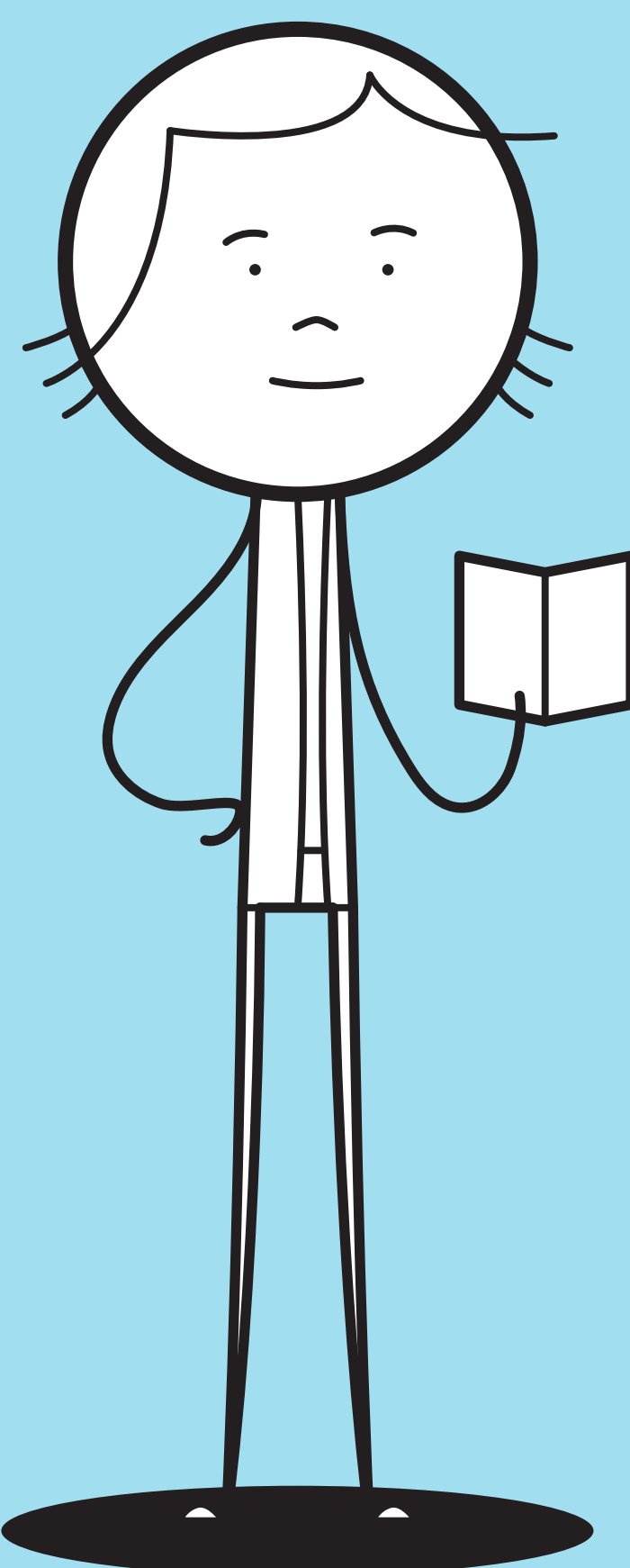
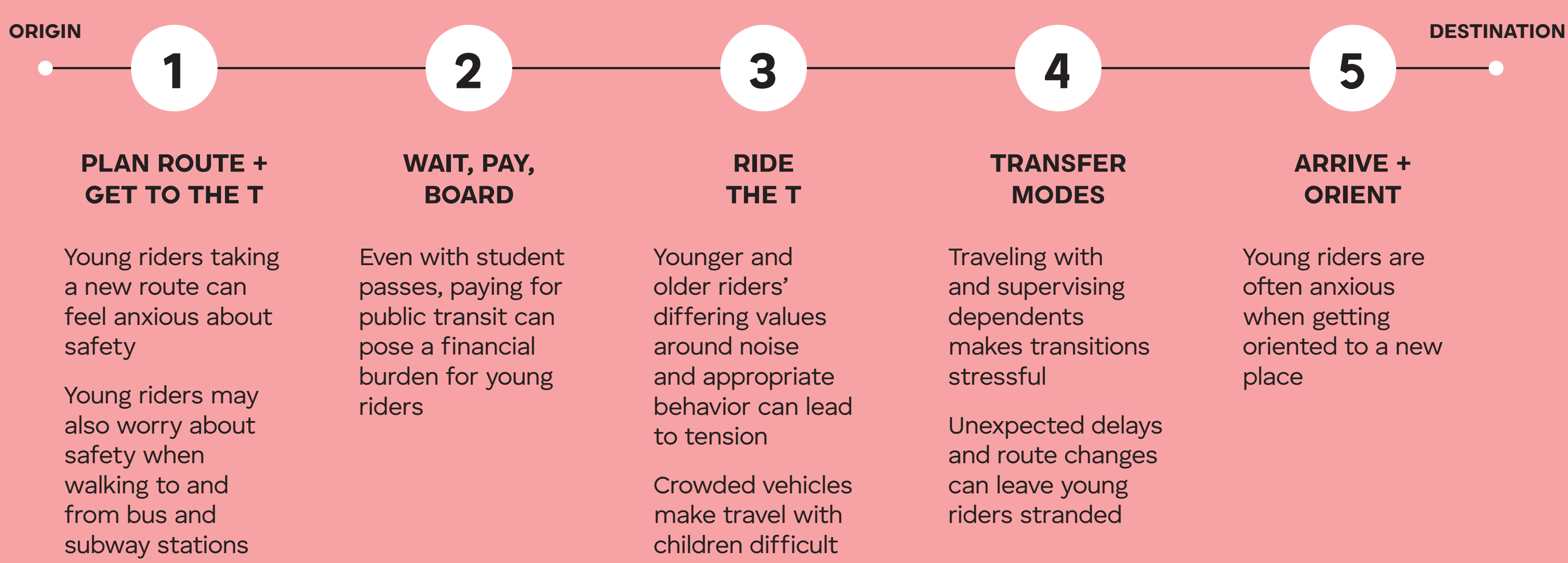
Charlotte and her younger sister Hailey have lived in Roxbury their whole lives. Since both their parents work during the day, Charlotte has learned to take the bus home from high school by herself, picking up Hailey from middle school along the way.

Though she was initially intimidated by traveling alone, living near a major bus station and making the trip to school daily for four years have made Charlotte an expert on the bus routes that go her way. Now that she’s preparing for college, Charlotte is beginning to teach Hailey how to take the bus on her own.

RIDER PROFILE

Charlotte is managing dependents – her younger sister Hailey
Charlotte wants their ride to be as cheap as possible
Charlotte likes to relax and reset on her way home
Charlotte is self-sufficient throughout the entire T system

TODAY’S CHALLENGES FOR RIDERS LIKE CHARLOTTE



EUNICE

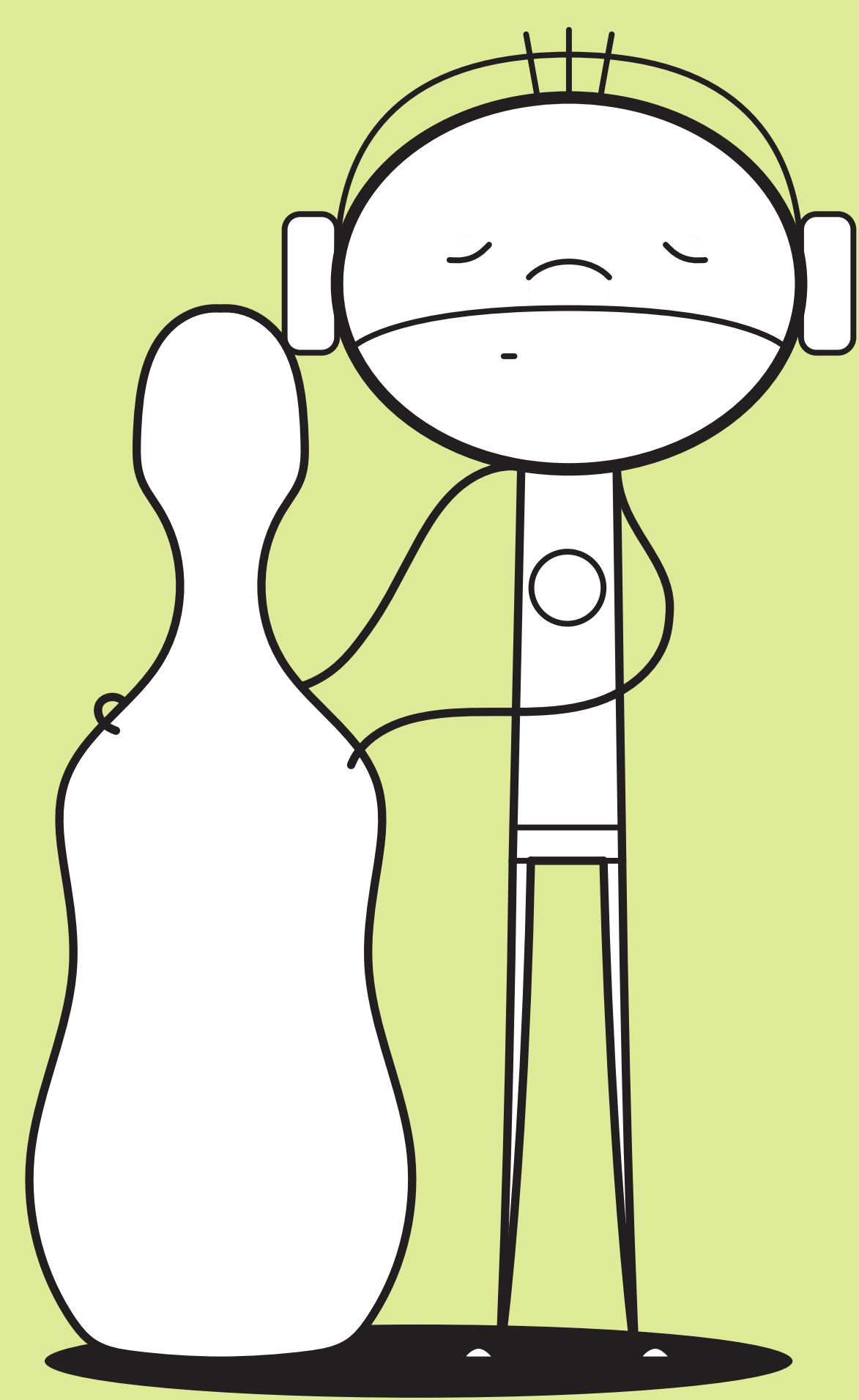
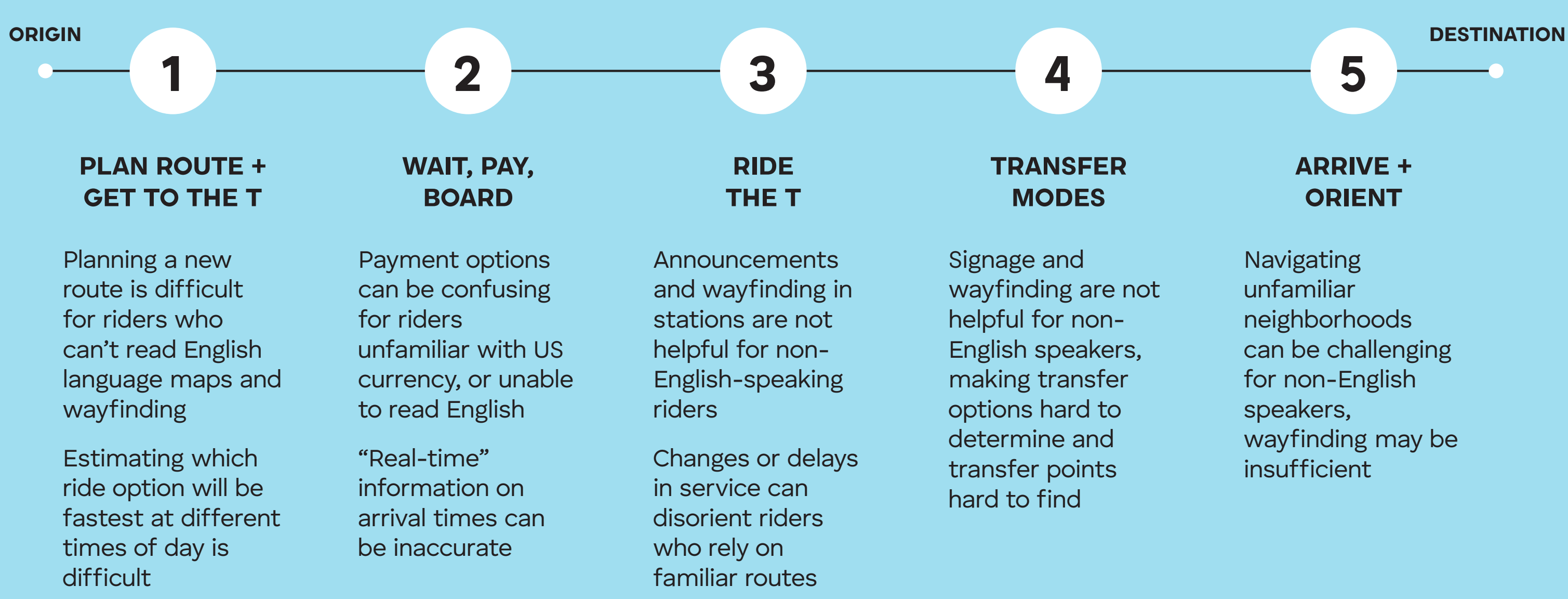
Eunice came to Boston from China with her family about 10 years ago. She lives in Dorchester with her husband, their three kids, and her older sister. Just as she is getting off work in the evening, Eunice gets a call that her sister had been rushed to the ER after fainting, and needs her to come right away.

Eunice is extremely worried about her sister, but she’s also anxious about how she’s going to get to the Hospital. Her English is still basic, and she has trouble reading station names and deciphering maps of the T. Generally, she gets to work by following routes she’s memorized with her daughter’s help, but this time she needs to get somewhere new, in a hurry.

RIDER PROFILE

Eunice is dealing with a language barrier
Eunice wants her ride to be as fast as possible
Eunice likes to feel confident
Eunice knows the transport options along her usual route

TODAY’S CHALLENGES FOR RIDERS LIKE EUNICE



PETE

Pete is a professional cellist from Greenfield, MA. He is thrilled to have a summer gig with the Back Bay Orchestra, and is in Boston for the first time since a high school trip to begin rehearsals. Pete plans to explore the T as a cheaper alternative to car travel.

After his daily rehearsal Pete gets a text from a friend who wants to have dinner at a new Italian restaurant on the other side of town. Now Pete needs to find the nearest transit stop and figure out if the train can accommodate his cello.

RIDER PROFILE

Pete is carrying something bulky and heavy – his cello
Pete wants his ride to be as predictable as possible
Pete likes to feel productive
Pete is fine on public transit if his route stays familiar

TODAY’S CHALLENGES FOR RIDERS LIKE PETE

