



Working professional - Nairobi

What are her key goals and needs as she travels?	What does she struggle with most when she travels?	What modes of transport does she use predominantly?
1. Get to work on time.	Discomfort of old or dirty vehicles.	Matatu
2. Physical and mental health preservation.	Rude drivers and touts.	<p>Train (because it does not experience traffic and it's cheaper).</p> <p>Swvl (offers door to door services, it is classy, keeps on time, plays soft music, is cheaper, reliable, and can be booked at your convenience).</p> <p>Uber/ Bolt (for privacy, uses only when financially liquid).</p> <p>Motorbike (it is convenient and fast).</p> <p>Hire a friend's car (for convenience especially when travelling).</p>

