

## USER PERSONA

**NAME:** Mr. jams Tokiko

**AGE:** 32

**OCCUPATION:** Sales Manager

**LOCATION:** Dubai, UAE

**MARITAL STATUS:** Single

**INCOME LEVEL:** 15000\$ monthly

**EDUCATION:** Business Management

### EXPECTATIONS

1. More family friendly interiors
2. Increase cargo space trunk
3. Ai and smart controls

### GOALS

1. To spend less money on petrol
2. To have an advanced car system
3. To reduce the carbon pollution
4. Having a power supply at the desert night outs

### CHALLENGES

1. Less EV charging stations at rural areas
2. Anxiety on the off-road's performance of EV's
3. Thoughts on range of mirage
4. The length of power supply during camping

### DEMOGRAPHICS

USERS	DETAILS	MY THOUGHTS
AGE	22-60	People expected to start new family or grow the family usually go for SUV's
LOCATION	Al warqas	Most off-road areas and rural communities
INCOME RANGE	50,000 – 120,000 per annum	It is necessary to be able to afford an electric vehicle
MARITAL STATUS	Both single- Married	It can be considered in the advantage of starting a new family or to expand the comfort of already growing families

GENDER	Mostly men	The idea individuals for scout motors possibly like outdoor lifestyle
OCCUPATION	Medium to high earning individuals	To to able to afford 21 century smart EV
EDUCATION	College to higher education	They have seen a lot of advanced Ai and would like to own an Ev with one

### ***Psychographics***

QUITENESS	Freedom from excessive noise	Scout motors offer a silent on road drive
LIFESTYLE	Ideal for camping, off road activities and more accommodation	The scout motors emphasises more on rugged adventures for outdoor activities
MERITS	Environmental consciousness, hiking adventures, family friendly	Scout motors ev emphasises on cleanliness and family comforts

### ***Behavioral Data***

RANGE ANXIETY	350 miles on a charge	Lots of concerns on running out of batteries during a long trips
ABILITY OF THE EV	Mostly outdoor activities like camping, dessert	The scout EV motors has a very rugged outdoor durability