"I have always been fascinated by idea of self-driving cars and want to experience the feeling of riding in one before buying one for myself"

Name John Doe
Age 42
Role Senior Asset Manager and a
potential buyer of self-driving cars

Motivations

- An Executive at an Asset Management firm and a connoisseur of Luxury Cars, John has always been fascinated by the idea of, one day, riding in a self-driving car.
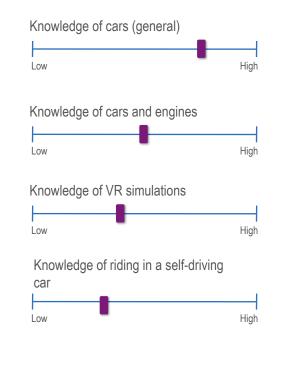- He wishes to buy a self-driving (fully autonomous) car soon and is looking to experience riding in one.

Goals

- Simulate a virtual environment that gives a very "real" sense of what it is to ride in a self-driving car – accomplished through the use of a VR simulation with Hand Tracking.
- Allow the user to have an in-depth understanding of the self-driving and safety features of the car, along with an understanding of the car's interiors.

Pain points

- A simulation is just an imitation of a situation or process - it can't predict the the unlikely scenarios that might occur on the road.

Behaviours

Knowledge of cars (general)

Low   High

Knowledge of cars and engines

Low   High

Knowledge of VR simulations

Low   High

Knowledge of riding in a self-driving car

Low   High

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