

# RICHA AVANI

## PROFILE

Pronouns : She/They  
Age : 24  
Education : Bachelor's degree  
Occupation : Marketing  
Address : Loyola Residency



## BIOGRAPHY

Richa is in Their final year at the university. They are an international student who lives in the residency at the Loyola campus.

Richa knows the campuses well but often forgets room locations for occasional events or specific administrative offices.

Richa wants to make the most of her last year by participating in campus activities and connecting with peers.

## GOALS

Quickly find lesser-known locations on campus, like departmental offices or event venues.

Stay updated on campus events related to her interests, such as sustainability workshops.

Easily access shuttle schedules and transportation routes to plan her commute between campuses.

Find quiet study spots or open computer labs during peak hours.

Find Gender Neutral or individual washrooms to accommodate Their needs.

## FRUSTRATIONS

Struggles to locate specific buildings she doesn't visit often.

Misses out on events because announcements are scattered across emails and posters.

Finds it time-consuming to check bus schedules on different apps.

Wastes time wandering campus to find available study spaces.

## NEEDS

A reliable campus guide app with building locations, gender-neutral bathrooms, LGBTQ+ support services, and real-time navigation.

A centralized hub for event notifications with directions.

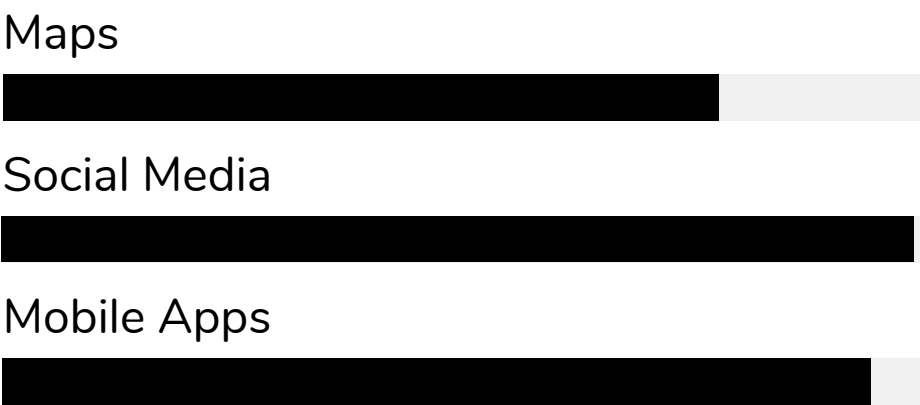
Integrated transit information, including bus schedules and routes.

Real-time updates on study room and lab availability.

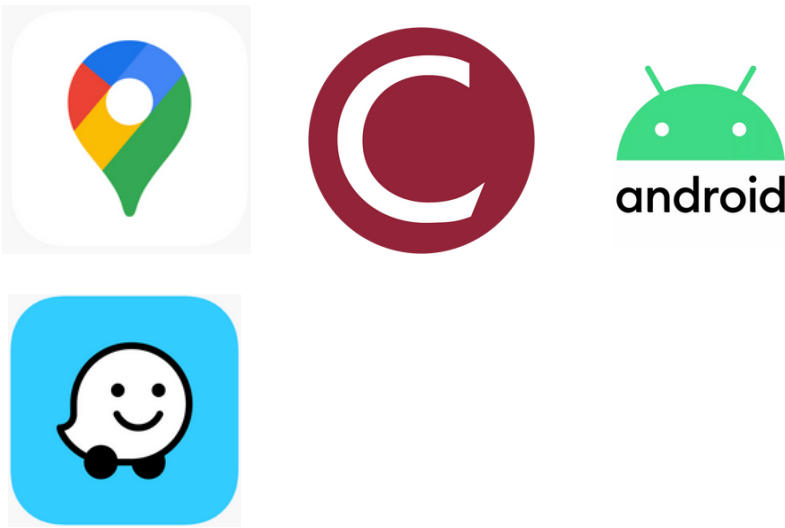
## PERSONALIZED NEEDS

- Campus Shuttle Schedule
- Residency related schedules
- LGBTQ+ Support services

## TECHNOLOGY FAMILIARITY



## SIMILAR APPS AND TECHNOLOGY KNOWLEDGE



PROFILE

Pronouns : He/Him  
Age : 20  
Education : Bachelor's degree  
Occupation : Software Engineering  
Address : 123 rue Berri, Montreal



BIOGRAPHY

Ricardo is a first year software engineering student. He is not very familiar with the concordia campus. Ricardo suffers from a rare colour blindness called Monochromacy, meaning he has no colour perception at all. He loves to be active like play soccer and loves to code as a hobby and for school.

GOALS

Learn to navigate the Concordia campus efficiently and find his classrooms, libraries, and labs without stress.  
Discover an on campus gym or intramural soccer league where he can play and socialize.  
Find study spots with minimal distractions and suitable lighting.  
Find inclusive tools and resources to help him adapt to the campus environment despite his monochromacy.

FRUSTRATIONS

Struggles with maps or signage that rely on colour differentiation, making navigation difficult.  
Feels overwhelmed as a first-year student in an unfamiliar environment.  
Limited options in apps or resources that consider accessibility for colorblind users.

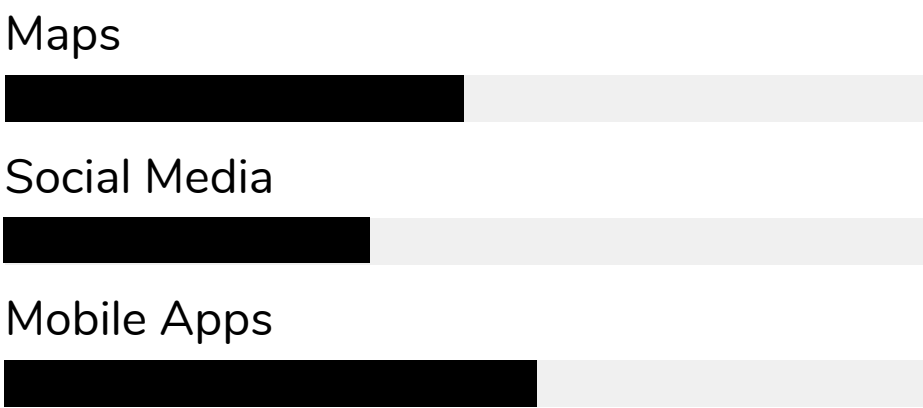
NEEDS

An accessible campus guide app with features like high-contrast modes and customizable lighting preferences.  
A search or filter system that highlights landmarks and navigation tips without relying on color coding.  
Notifications about accessible and quiet spaces on campus (e.g., study rooms with adjustable lighting).  
A platform to discover clubs and events related to his hobbies, like soccer or coding workshops.  
Easy access to key campus services, such as disability support and academic resources.

PERSONALIZED NEEDS

- Colour Blind Accessibility (High-contrast, Focus indicators, Symbols)
- Extracurricular information and directions
- Machine-readable, ensuring compatibility with screen readers so that visually impaired users can navigate the app through audio feedback.

TECHNOLOGY FAMILIARITY



SIMILAR APPS AND TECHNOLOGY KNOWLEDGE



# ANNE-MARIE RENAUD

## PROFILE

Pronouns : She/Her  
Age : 26  
Education : Master’s degree  
Occupation : Biology  
Address : 333 Courcelette, Outremont



## BIOGRAPHY

Anne-Marie is a french international student who is pursuing a master’s degree in Biology at Concordia. Her previous studies were abroad therefore she is new to the city. Anne-Marie relies on a wheelchair for day-to-day mobility. She is very interested in attending on campus events and values accessible resources that enable her to navigate the university independently.

## GOALS

Navigate Concordia University easily and independently using accessible pathways and resources.

Build a social circle by attending campus events and connecting with other students.

Find accessible housing, facilities, and study areas on campus that cater to her mobility needs.

Explore Montreal’s surroundings and discover accessible areas in the city.

## FRUSTRATIONS

Encounters difficulty with inaccessible pathways or facilities, such as elevators that are out of service.

Finds it challenging to identify events or locations on campus that meet accessibility standards.

Struggles with unclear campus maps or navigation tools that don’t highlight accessible routes.

## NEEDS

A campus guide app with features like accessible navigation routes, elevator statuses, and detailed building accessibility information.

Notifications or filters to identify events that include accessibility accommodations.

A platform or group where she can connect with other students, especially those who share similar experiences or interests.

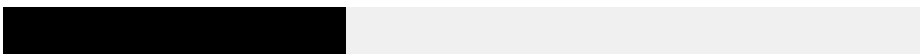
Assistance with administrative tasks or resources for international students, such as housing or visa services, tailored to her mobility requirements.

## PERSONALIZED NEEDS

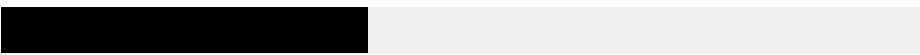
- Accessibility tailored routing
- Elevator Status (can be updated by users like in Waze for example)
- Building information tabs with details on accessibility (elevators, step-free access, automatic doors, Wide Doorways, etc.).

## TECHNOLOGY FAMILIARITY

Maps



Social Media



Mobile Apps



## SIMILAR APPS AND TECHNOLOGY KNOWLEDGE





PROFILE

Pronouns : He/Him  
Age : 49  
Education : PhD in Computer Science  
Occupation : Artificial Intelligence Professor  
Address : 232 Laval blvd, Laval



BIOGRAPHY

Dr. Stefek Szwedko has over 20 years of experience teaching at universities across Canada.  
He is Passionate about artificial intelligence and research.  
Dr. Szwedko has a busy schedule filled with lectures, research supervision, and conferences.  
He occasionally struggles with keeping track of campus changes, room bookings, and departmental announcements due to his packed agenda.  
He values tools that streamline communication and simplify day-to-day campus logistics.

GOALS

Easily manage class schedules, room changes, and faculty events.  
Stay updated on campus activities and resources relevant to his teaching and research.  
Access clear navigation to classrooms, lecture halls, and event venues.

FRUSTRATIONS

Difficulty finding updated room information or navigating sudden classroom changes.  
Inefficient communication channels that delay updates about campus events.  
Limited visibility into tech resources and meeting room availability.

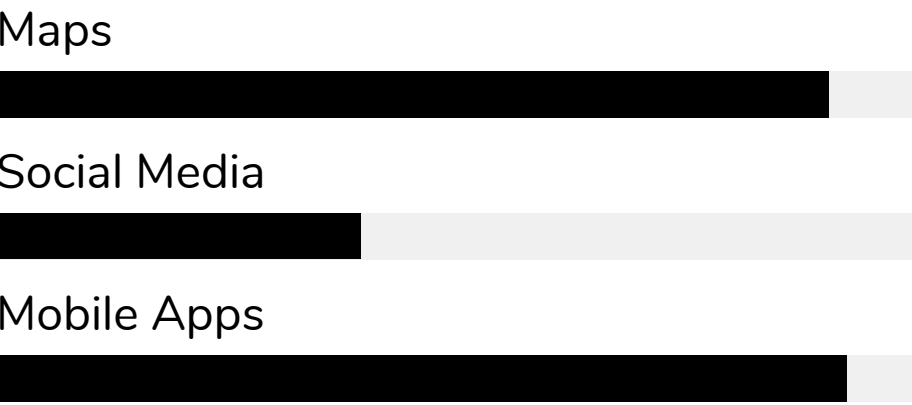
NEEDS

Real-time updates on classroom changes or canceled events.  
Clear navigation maps highlighting faculty-specific resources (e.g., labs, meeting rooms).  
Faculty-specific updates (e.g., maintenance in labs or closures of key facilities).

PERSONALIZED NEEDS

- A feature to sync his teaching schedule with calendar apps (e.g., Outlook or Google Calendar).Elevator Status (can be updated by users like in Waze for example)
- Room availability filters to quickly identify open lecture halls or meeting spaces.

TECHNOLOGY FAMILIARITY



SIMILAR APPS AND TECHNOLOGY KNOWLEDGE

