Personas

Have you lived here in Indianapolis all of your life? Do you like it?

* No, I was born outside of Indianapolis and my parents moved here when I was about 5 years of age. They soon got married and settled down here. Sometimes we visit our relative which calls road trips. It’s a nice place.

Have you ever volunteered anywhere here before? If so where and if not, why?

* No, but I would like to one day. I heard that they don’t get paid but can get free perks and things of that nature. But I know someone that does volunteer.

Do you attend any events or conventions? How do you normally here about them.

* Yes, if I am not working. I get bored sitting at home by myself so I typically try to see what’s going on. I normally here about events through my family on Facebook.

What application do you use to find out what’s going on?

* Facebook and Instagram are about it. I’ve been using them for a while.

What events do you enjoy seeking out?

* Anything that has to do with music, dancing and a bit of drinking. Don’t worry; I don’t go to work like that at all.

How do you get to these events?

* I drive but if there is a game downtown I stay away. I hate it when professional sports are downtown. Parking prices are crazy and I don’t know how to get around.

Do you rely on your phone to know where these events are taking place?

* Yes, my phone and a charger are on me everywhere I go.

If there was an application or kiosk that could let you know where you are and what’s taking place would you download and use it?

* Only if I could share it because if something fun is going on I have to let my friends know.

Name: Dawn Schmidt

Occupation: Works in Customer Relations and debating on going back to school

Age: 35

Gender: Female

Race: Indian

Background: Outgoing and loves to be the center of attention. Grew up confined in a strict household and now does whatever feels good.

Problems: Doesn’t make enough money to travel to long distant places as desired but would love to see the entire world someday.

Goals: To obtain an occupation that would allow work and travel before settling down.

Likes: Music, dancing and karaoke night on Thursdays

Dislikes: Solitude

Scenario:

Dawn has been living in Indianapolis most of her life. It’s not a bad place to live. At times she travels to visit relatives but that’s as far as she can afford to go. In her free time she enjoys partying with friends and family and most times is the center of attention. Her motto is free time is me time so I really don’t volunteer unless I am getting paid.

Dawn normally in her leisure time check Facebook or Instagram on her phone to see what’s happening locally. Since she can’t afford to travel long distances she makes due with what’s in her own back yard. She uses her mobile device to not only see what’s going on but for directions as well. She will avoid traveling anywhere if there is a major sporting event in town. She hates traffic and the price of parking and would rather be home than be stuck in traffic. Dawn still goes out occasionally but wishes there was an easier way to explore her home town.

Tourism Kiosk

This Kiosk that I am referring to is an informational event kiosk that prompts you to download and application to obtain the same information that is at the Kiosk. The kiosk has a small digital screen that lets you know where you are and where other places are regarding food, bus stop, cultural landmarks and hotels.

Most Indianapolis residents typically explore their own city as a tourist. Since residents normally attend at least 1 major event or travel locally, during events and commute there is normally some type of Kiosk nearby. Residents and the visitors would normally take the information that assist and interest them. When a resident visits a Kiosk they want to know what is happening or what else is around. This is free information that they would normally have to purchase a newspaper for.

Dawn loves to go out and party. On night Dawn was attending a concert downtown with her girlfriends and dancing the night away. Dawn then excuses herself because she got a message and she was craving a cigarette. She steps out front, lights a cigarette and as she is smoking she sees a kiosk that she seen several times but never paid attention to. She notices someone else there with a pamphlet in there hand while on the phone talking about another concert happening next week. Dawn grabs a pamphlet as well at the Kiosk as then checks her messages. Another friend was apologizing for not being free to come out to the concert she was currently attending. Dawn replies, “It’s okay and that she just found out another concert is happening next weekend”. Dawn takes an additional pamphlet, folds it and places it in her hand bag and heads back inside to tell her friends.

The next week approaches. Dawn and her friends enjoyed the concert. As they were leaving they noticed another Kiosk. Dawn mentioned that this was where she found about the concert. Some of her friend heard it on the radio and commercials. Dawn and her friends gathered around the Kiosk and saw more information about places and events that were walking distance from where they lived. Dawn became more excited as she discovered more unique places and events happening right in her own town.