User Personas

Daniella Roy

AGE	21
PROGRAM	Computer Engineering
STATUS	Undergraduate Student
LOCATION	Montreal
TECH LITERATE	High

> " I'm always stressed about being late because I still don't know where most buildings are.

Personality

Introvert   Thinker
Anxious   Tech-savy

Bio

- Daniella is a first-year student at Concordia University who is new to campus. She often feels overwhelmed trying to find classrooms, services, and buildings, especially when classes are back-to-back.

Core needs

- Quickly locate buildings and classrooms
- Get clear walking directions between SGW and Loyola
- Avoid being late to class

Frustrations

- Campus maps are confusing and outdated
- GPS apps do not work well indoors
- Asking for directions is stressful

Tasks While Using the App

- Search for a building or room number
- Get step-by-step outdoor and indoor navigation
- Save frequently visited locations

Accessibility Considerations

- Simple language and icons
- Clear route visualization
- Offline access for poor signal areas

James O'Connor

AGE	30
STATUS	Staff
LOCATION	Montreal
TECH LITERATE	Medium

> " If the app can show me entrances, exits, and security points instantly, I can respond faster and keep everyone safe.

Personality

Alert Responsible
Calm under pressure
Observant

Bio

James is a Concordia campus security officer who patrols multiple buildings daily. He ensures the safety of
- students, staff, and visitors, and responds quickly to incidents. He needs real-time information about building layouts and access points.

Core needs

- Quickly locate entrances, exits, and emergency equipment across campus.
- Access detailed building maps, including restricted areas and security points.
- Receive real-time alerts about incidents or maintenance issues.

Frustrations

- Wasting time navigating unfamiliar buildings during emergencies.
- Lack of clear information on access points or locked areas.
- Difficulty coordinating with colleagues due to outdated building data.

Tasks While Using the App

- Check building layouts to plan patrol routes efficiently.
- Locate emergency exits, alarms, and security stations.
- Guide visitors or staff during emergencies.

Accessibility Considerations

- Quick-access emergency buttons and high-contrast map markers.
- Voice directions for hands-free operation during patrols.
- Clear, legible labeling of restricted areas and important locations.

Lina Benali

AGE	21
PROGRAM	Sociology
STATUS	Undergraduate Student
LOCATION	Montreal
TECH LITERATE	Medium

" I prefer apps that give me clear visual directions instead of sound alerts.

Personality

Independent   Focused
Visual thinker   Organized

Bio

- Lina is deaf and depends entirely on visual information. She avoids apps that rely on audio-only alerts or instructions.

Core needs

- Fully visual navigation experience
- Clear text-based instructions

Frustrations

- Audio-only directions
- Alerts without visual feedback

Tasks While Using the App

- Read step-by-step directions
- Follow visual cues and animations
- Use vibration alerts

Accessibility Considerations

- Visual and vibration-based notifications
- No reliance on sound for critical information

Marc Tremblay

AGE	25
PROGRAM	Mechanical Engineering
STATUS	Graduate Student
LOCATION	Laval
TECH LITERATE	High

> " I get confused when maps use only colors to show routes.

Personality

Analytical   Practical
Observant   Tech-savy

Bio

- Marc is color-blind and struggles with maps that rely heavily on color coding to represent routes, buildings, or warnings.

Core needs

- Clear map information without relying on color
- Distinct icons and labels

Frustrations

- Routes differentiated only by color
- Low-contrast maps

Tasks While Using the App

- Navigate between buildings
- Compare alternative routes
- Identify entrances and exits

Accessibility Considerations

- Patterns, icons, and text labels instead of color alone
- Color-blind-friendly palettes

Adam Kowalski

AGE	24
PROGRAM	Mechanical Engineering
STATUS	Undergraduate Student
LOCATION	Montreal
TECH LITERATE	High

> " I want to get directions without constantly tapping or zooming the screen.

Personality

Efficient   Impatient
Problem-solver   Tech-savvy

Bio

Adam is a university student recovering from a temporary hand injury. Using his phone for long periods or performing precise
- gestures such as zooming, pinching, or typing causes discomfort, so he prefers minimal interaction and hands-free guidance when navigating campus.

Core needs

- Hands-free or low-interaction navigation
- Simple, one-tap route selection
- Clear visual and optional audio guidance

Frustrations

- Apps that require frequent tapping or zooming
- Small buttons and complex gestures
- Text-heavy instructions

Tasks While Using the App

- Start navigation with minimal input
- Follow indoor and outdoor routes without interaction
- Switch floors without manual zooming

Accessibility Considerations

- Large buttons and touch targets
- Voice or audio-based navigation cues
- Minimal required gestures

Amina Diallo

AGE	27
PROGRAM	Social Sciences
STATUS	Undergraduate Student
LOCATION	Montreal
TECH LITERATE	Medium

" I need an app that works even when my internet is slow.

Personality

Resourceful   Patient
Resilient   Practical

Bio

- Amina is a student who has limited access to high-speed internet and often relies on public Wi-Fi or low-data mobile plans. She needs an app that remains usable even with slow or unreliable connectivity.

Core needs

- Offline or low-data navigation support
- Fast-loading maps and routes
- Access to essential information without constant connectivity

Frustrations

- Apps that fail without strong internet
- Large downloads or heavy visuals
- Frequent data usage

Tasks While Using the App

- Download routes or maps in advance
- Navigate campus with limited connectivity
- Access saved locations offline

Accessibility Considerations

- Offline mode for maps and directions
- Low-bandwidth design
- Simple visuals and reduced animations

Sarah Thompson

AGE	34
PROGRAM	N/A
STATUS	Visitor
LOCATION	Toronto
TECH LITERATE	Medium

> " I just want to get to the right place without feeling lost.

Personality

Curious Cautious
Organized Goal-oriented

Bio

- Sarah is visiting the university to attend a conference and meet students. She is unfamiliar with the campus layout and needs clear, stress-free directions to buildings, rooms, and event locations within a limited time window.

Core needs

- Easy building and room search
- Clear outdoor and indoor directions
- Simple navigation without prior campus knowledge

Frustrations

- Confusing campus signage
- Inconsistent building names and abbreviations
- Navigation apps that assume campus familiarity

Tasks While Using the App

- Search for event locations
- Follow step-by-step navigation
- Save or share directions

Accessibility Considerations

- Simple language and icons
- Clear route visualization
- Minimal required setup

Dr. Luis Martinez

AGE	36
PROGRAM	Engineering
STATUS	Faculty member
LOCATION	Montreal
TECH LITERATE	High

> " I need the fastest route between classes, not just any route.

Personality

`Efficient` `Professional` `Time-conscious` `Organized`

Bio

- Dr. Martinez teaches courses across multiple buildings and campuses and frequently moves between lectures, offices, and meetings. He relies on efficient, time-aware navigation to stay on schedule throughout the day.

Core needs

- Fast and reliable navigation between buildings
- Time-optimized routes between scheduled events
- Clear indoor directions to lecture halls

Frustrations

- Losing time due to unclear indoor paths
- Navigation apps that ignore class schedules
- Too many unnecessary interactions

Tasks While Using the App

- Navigate between lecture halls and offices
- Plan routes based on teaching schedule
- Quickly locate unfamiliar rooms

Accessibility Considerations

- Minimal interaction steps
- Clear text and contrast
- Quick route previews