

Bradley Watkins

32, Male, Sydney
Project Manager

"I want a reliable, structured train service, my morning commute shouldn't ruin my day"



Quick Stats:

Married

2 kids

Travels during peak in the morning at off peak in the evenings

Bio & Demographics

Bradley is a project manager working for a big firm in the heart of the city. He travels daily from his 3 bedroom home by train. After work he goes to a gym in the city carrying his training clothes. On Friday nights he likes to catch up with friends at the bar over a beer. On the weekends he mainly spends time with his wife and 2 children. He is very organized and likes to plan his day well in advance.

Frustrations

- Bad air conditioning on trains
- Lack of space for his bags
- Thinks that trains are expensive
- Unfriendly / unknowledgeable staff
- Frequently changing timetables / delays with no notice
- Anti-social behavior on public transport

Goals

- Fast access to information when there are changes in timetable or delays
- Be able to check how full a train is
- Easily figure out what train fare he needs
- Easily check what platform he needs to go when trains terminate early

Jimmy Matthews

26, Male, Sydney
Part time bartender / Dj

"I want to get around the city at different times, I never want to wait 30mins for the bus"



Quick Stats:

Single

No kids

Travels mostly late hours

Bio & Demographics

Jimmy is a part time bartender in "The Star" casino. He makes some extra money by DJing at parties and events. He lives with his 2 friends in a share-house in Glebe. Jimmy has an irregular timetable but mostly travels outside peak hours. Living in the city, he mainly catches buses. He loves to travel and often goes away on road trips for the weekend with his friends.

Frustrations

- Having just missed the bus and waiting a long time for another one
- Bad service during late hours
- Having to deal with frequent ticket checks by transit patrol
- No Wifi on buses
- Having to change buses without knowing where to go and how long the trip will take
- Uncomfortable seats

Goals

- To get around the city easily off peak times, especially at night
- To be able to live track his buses and instantly know if they are running late
- Having to stand in the rain waiting for the bus

Christy Burton

22, Female, Sydney
Full-time Student

"I want public transport to keep up with the 21st century technology"



Quick Stats:

Single

No kids

Travels mostly off peak

Bio & Demographics

Christy is a full time student studying Bachelor of Arts at University of Sydney. She shares a house with 5 of her classmates in Ashfield. She has a part time job and gets assistance from family in order to pay the bills. She often travels off peak to uni and her part time job. On weekends she likes to spend time with friends going to events.

Frustrations

- Having to leave early to catch the train because of frequent delays and outdated train timetables
- No wifi on public transport
- Not enough off peak services - having to wait 20mins for a train home
- Bad communication from train staff when there are delays
- Not feeling safe when waiting for transport and traveling home late
- Dirty trains
- Trackwork on weekends limits her mobility
- No app to help her accurately plan her travel

Goals

- To get to uni on time in the morning
- Stay informed / undated on delays
- Feel safe when traveling
- Have information available with 1 click