

Persona 1 — Priya Sharma (the Social Commuter)



Priya is a 20-year-old second-year Computer Science student at York University. She lives in Scarborough with her parents and takes the TTC every day — a 90-minute trip that includes a bus, subway, and another bus before she reaches Keele Campus. She's outgoing and friendly, often chatting with classmates or people she meets on her route, but lately, she's felt that commuting alone has become repetitive and exhausting.

Priya usually leaves home at 7:00 AM to make her 9:00 AM lectures. Her biggest struggle is staying motivated during early mornings and feeling safe when traveling back home after evening labs. She has had a few uncomfortable experiences on public transit, especially during late hours, and now prefers traveling when other students are around.

She discovered Commute Buddy through a York social group on Instagram. What drew her in was the ability to match with verified York students on the same route. She hopes to make her commute more enjoyable — and maybe even make new friends. Priya uses her phone constantly for navigation, messaging, and scheduling; she expects the app to be simple, fast, and visually clear.

For Priya, safety and connection are key. She likes the idea of being able to “check-in” on her route, see who's traveling near her, and meet her commute buddy at a safe, public stop. She believes Commute Buddy will make long travel days feel shorter — and less lonely.

Persona 2 — Daniel Wever (the Newcomer Explorer)



Daniel is an 18-year-old first-year Engineering student who recently moved to Toronto from Vancouver. He lives near Finch Station in shared housing and is still figuring out the city's transit system. Daniel often feels lost when transferring between buses and subways, especially during rush hours.

He doesn't know many people at York yet and often ends up traveling alone. The commute feels overwhelming, and he wishes he could get tips from other students who take the same route. Daniel downloaded Commute Buddy after seeing it recommended during York's orientation week.

Daniel is analytical but introverted. He's not necessarily looking for new friends — he just wants to feel more confident about his travel routes and avoid getting stranded or taking the wrong line. He appreciates apps that provide clear route visualization, timing suggestions, and alerts for common mistakes.

For him, Commute Buddy acts like a “social navigation guide.” Knowing that other verified York students take the same route gives him reassurance. He likes that the platform promotes belonging and security while also being practical. His goal is to eventually become familiar enough to help others — becoming the “experienced buddy” instead of the newcomer.

Persona 3 — Sarah Ali (the Night Commuter)



Sarah is a 23-year-old graduate student and teaching assistant in the Biology department. She lives in Mississauga and travels to campus three times a week, often staying late to assist with labs or grading. Her commute involves both the GO Train and the TTC, totaling nearly two hours each way.

Safety is Sarah's biggest concern. Traveling home at 10 PM, she's often one of the last passengers at the bus stop. After hearing stories about unsafe commutes, she wishes there was a reliable way to know when other York students are traveling nearby.

She values professionalism and privacy — she doesn't want random chats but appreciates the quiet comfort of traveling near familiar peers. She's tech-savvy and efficient, preferring apps with minimal setup and verified communities.

Sarah uses Commute Buddy to check who else is traveling toward Union or Port Credit around the same time. Sometimes she'll coordinate with other grad students heading in the same direction. For her, the app isn't about friendship — it's about shared assurance and community presence. She believes Commute Buddy can help redefine how students commute safely, especially for women traveling late.