A person posing for the camera

Description automatically generated

Ratna Smith

Age: 36

Occupation: Childcare worker

Family: Single parent with 2 kids

Location: Oakleigh

Ratna is a native Indonesian and has been living in Australia for approximately 10 years. Her husband passed away last year. She speaks Bahasa Indonesia in her daily conversation with her children, but she is proficient (not fluent) in English.

Ratna works at a childcare that is located 10km away from her apartment. On school days, she has to drop her kids at school before heading to her workplace. She needs two different smart-parking applications as both the school area and work location use different apps. Switching between the different applications is quite a hassle for her, especially when she is busy juggling school drop off, getting to work and having her hands full. She is frustrated by this every day.

Being a full time worker and single mother, Ratna’s life is very busy and she needs to be as punctual and as efficient as she can be. She has a lot of things on her mind and English is her second language so she wants the App to be straightforward, preferably work in more than one location, and simple to understand.

Goals:

* To spend less time to get a parking space
* To get the nearest parking space so she can spend less time walking from and to her car, especially since she has a lot to carry
* To get a safe place to park her car

Frustrations:

* Time-wasting
* Switching between applications
* Having to learn a new technology
* Complicated or too technical language
* Unexpected circumstances that potentially ruin her plan