Behaviors

- Night owl
- Enjoys working out at the IMA late around closing hours
- Studies on campus late in the evening
- Does not like walking long distances
- Not a fan of big cities

Demographics

- George
- 18 years old
- Male
- Informatics Student
- Maple Hall

Needs/Wants

- Wants an accurate ETA or to be able to track in live time
- Wants to know their place in the queue
- Wants to know if there are other passengers on board
- Needs a clear understanding of routes and pick up zones

Behaviors

- Stays late at Paccar to finish assignments
- Enjoys hanging out with friends on and off campus
- Gets off of work at Suzzallo at 8pm in Winter quarter
- Does not like waiting long times
- Does not like feeling unsafe crossing the ave

Demographics

- Devin
- 21 years old
- Female
- MBA Student
- The Accolade

Needs/Wants

- Wants to feel safe traveling from the places she ends her day (East zone) to the Accolade (West zone)
- Wants an estimate of the ETA of her driver for both SafeCampus and Nightride so she doesn't have to wait in dark and potentially unsafe areas for long
- Wants the information to be readily accessible so she does not have to search on the website to find it