

MEG



GENDER Female

AGE 20

OCCUPATION Student

LOCATION Seattle, WA

GOALS

- Head back to her apartment safely at night after studying at UW
- Commute with neighbors/friends

DESIRES

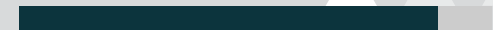
- Wants to feel safe and avoid danger when walking around campus
- Wants companionship

PAINS

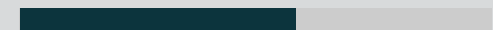
- Uncomfortable/afraid to walk alone at night
- Can't avoid dangerous-looking streets

TECHNOLOGY USE

Mobile Apps



Internet



SCENARIO

Meg has finished her group project in Ode at 9 pm. She hasn't eaten dinner yet so she orders a pizza from MOD Pizza and plans to pick it up on her way to her apartment. She tries to contact her friend to walk with her but her friend has already gone back to her apartment. Thus, she must walk alone. Nervously, she walks along the Ave and encounters smokers and homeless people yelling at pedestrians. She scurries along, avoiding eye contact, and stays near other commuters.

MAX



GENDER Male

AGE 19

OCCUPATION Student

LOCATION Seattle, WA

GOALS

- Wants to commute efficiently
- Wants to plan his trip ahead of time

DESIRES

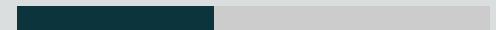
- Save time and be on time for class
- Improved public transportation
- Wants things to be predictable

PAINS

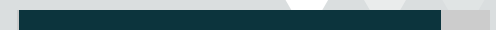
- Buses are never on time
- Lots of construction and road closures
- Crowded

TECHNOLOGY USE

Mobile Apps



Internet



SCENARIO

Max heads out of his apartment a little later than usual to head to the university. He hopes he can catch a bus to get to UW faster and checks Google Maps to see when the next bus will come. The next bus appears to be coming in 2 minutes. He waits for 5 minutes, but the bus still hasn't come so he decides to give up and jogs to campus.

P2: Personas

Audrey Sun, Koyo Nakamura, Han Mei, Varun Chawla

USER GROUP :

The user group we will focus on is University of Washington students who feel unsafe commuting the Ave. They live in apartments on or near the Ave and therefore have a stronger desire to see improvements on their perception of the major street.

INTERVIEWS:

- 【A1】 A 20 year old Asian male. He is a sophomore intending to major in Bio Engineering or Micro Bio. He lives in an apartment a block from the Ave, so he commutes the Ave several times a day whether it be to go to class, meet with friends, grocery shop or eat. He typically walks alone and tries to walk before it gets dark out. When he commutes the Ave his biggest complaints are the timeliness of the buses, and the conditions of the streets. He says the buses never run on time so he always has to resort to walking because he spends more time waiting for the bus than the time it would save over walking. And that the streets are always filled with people and lots of smokers, so the air is not very ideal to walk in.
- 【V1】 A 19 year old Caucasian female. She is a sophomore majoring in Mechanical Engineering. She commutes the Ave everyday to see her friends who live on the apartment and has experienced some uncomfortable situations. She says that she feels nervous commuting the ave as there are always people yelling and seemingly intoxicated. She seemed pretty scared being on the Ave as she said “you never know when someone’s going to pull a knife.” She hopes that safety and security on the Ave can be improved in the future.
- 【K1】 A 19 year old Asian male majoring in Computer Science. He lives in an apartment on the Ave and frequently uses it when walking to school and to socialize with friends. He prefers to be in the company of friends when he goes on the Ave, especially at later times of the day. On weekdays, he commutes the Ave at 9am to head to the university and then at 7pm when he heads back.
- 【H1】 A 20 year old Asian male. He is a junior majoring in Human-Centered Design Engineering. He commutes the Ave on every weekday because he lives

in an apartment near the Ave. After ending his class, he tried to find his friends and walked together. When he commute the ave, he feels crowded and noisy because the road is always under construction. As his sayings, there were lots of homeless people hanging out there, he is hoping for having better environment, commute efficiently and security in the future.

SOURCES & ASSUMPTIONS:

SOURCE KEY

Notation	Source
Initial of Interviewer's first name followed by interviewee # Example: K1 ⇒ Koyo's interview #1	Interview
A	Assumption

MEG

Characteristic	Source	Detail
20, female	A	Assumed based on profile of interview subjects being students at the University of Washington
Extroverted	K1	Interviewees say that they hang out with friends on the Ave
Tech Savvy	A, H1, K1, V1, A1	Interviewees use phones when on the Ave and use laptops daily for classes

Goals	Source	Detail
Wants to head back safely to apartment after studying at UW in the night	H1, K1	Interviewee (H1) said that there is a lot of homeless people floating around at night and that can be somewhat scary Interviewee (K1) says that he'll feel safer in later hours if he's in a group
Wants to commute with neighbors/friends	V1, K1	Interviewee(V1) said that she tries to commute the Ave with at least one other person for safety reasons. Interviewee (K1) says he commutes with friends half of the time

Pains	Source	Detail
Uncomfortable walking alone	V1	Interviewee(V1) said that she tries to go on the ave with one other person as she feels nervous walking by herself as people are always shouting and everyone seems to be intoxicated.
Chaotic/ Crowded/ Loud	V1	Interviewee(V1) said that people are always shouting and everyone seems to be intoxicated.
Lots of smokers/smoke in the air	A1	Interviewee(A1) views the smoke in the air as a pain and it's not an ideal situation.

Desires	Source	Detail
Wants to feel safe and confident	A	Interviewee() Assumption: Feel confident
Wants companionship	K1	Interviewee (K1) prefers to be in a group if on the Ave when late

Scenario	Source	Detail
At 9 pm, Meg has finished her group project at Odegaard Library.	H1	Interviewee(H1) as a HCDE student, he has group project and sometimes he stays in school until night.
Meg must head back to her apartment but she is concerned about her safety.	K1	Interviewee (K1) doesn't like to stay too late on the Ave

Max

Characteristic	Source	Detail
19, Male	A	Assumption
Lives on the Ave	K1	Interviewee (K1) says he lives in an apartment on the Ave
Introverted/Keeps to himself	A	Assumption
Organized	K1	Interviewee (K1) prefers to

Goals	Source	Detail
Wants to commute efficiently	H1	Interviewee (H1) wants to commute efficiently

Wants to plan his trip ahead of time	K1	Interviewee (K1) uses Google Maps to plan his trip
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Pains	Source	Detail
Buses are never on time	A1	A1 Complained that buses are never on time and that is inconvenient sometimes to use them as it can cause a waste of time
Lots of construction and road closures	H1	H1 mentioned that lots of construction and road closures on the ave
Crowded	V1	Interviewee V1 said that that she feels nervous as it's loud and everyone seems intoxicated on the Ave

Desires	Source	Detail
Wants things to be predictable	K1	Prefers to plan his trips ahead of time using Google Maps
Save time and be on time for class	A	Assumption of personality based on prior knowledge of interviewee (K1)
Improved public transportation	H1	Interviewee (H1) hopes for better public transportation


Scenario	Source	Detail
Max heads out of his apartment a little later than usual to head to the	A	Assumption that some days he will wake up later than usual

university.		
He hopes he can catch a bus to get to UW faster and checks Google Maps to see when the next bus will come.	K1	Interviewee (K1) checks Google Maps to plan out his trip every day
He waits for 5 minutes, but the bus still hasn't come so he decides to give up on the bus and jogs to campus.	K1	Interviewee (K1) either walks or buses to campus

PROVISIONAL PERSONA SKETCH - MEG

<p>MEG</p> 	<p>Characteristic</p> <ul style="list-style-type: none"> - kind - friendly - naive - tech savvy 	<p>use/tech</p> <ul style="list-style-type: none"> - phone - laptop
<p>Goals</p> <ul style="list-style-type: none"> - Wants to head back to apartment at night after studying at UW safely - Wants to commute with neighbors/friends 		
<p>Pains</p> <ul style="list-style-type: none"> - uncomfortable walking alone - some parts of the street are dark 	<p>Desires</p> <ul style="list-style-type: none"> - wants to feel safe - wants companionship - wants to feel confident 	
<p>Scenario</p> <p>Meg has finished her group project at Odegaard Library. The time is 7pm. Meg must head back to her apartment but she is concerned about her safety.</p>		

PROVISIONAL PERSONA SKETCH - MAX

MAX					
	<table border="1"><thead><tr><th>Characteristics</th><th>Use/Technology</th></tr></thead><tbody><tr><td><ul style="list-style-type: none">- UW Student- Live on the Ave- Impatient- keeps to himself- organized- does not cook</td><td><ul style="list-style-type: none">- Uses phone often to look at bus times/routes</td></tr></tbody></table>	Characteristics	Use/Technology	<ul style="list-style-type: none">- UW Student- Live on the Ave- Impatient- keeps to himself- organized- does not cook	<ul style="list-style-type: none">- Uses phone often to look at bus times/routes
Characteristics	Use/Technology				
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Goals <ul style="list-style-type: none">- wants to commute efficiently- wants to plan his trip ahead of time					
Pains <ul style="list-style-type: none">- buses are never on time- lots of construction/road closures- crowded	Desires <ul style="list-style-type: none">- Save time/be on time for class- Improved public transportation - information of route changes, bus stop aesthetics				
Scenario <p>Max woke up late and wants to know how he can get to his classes on time. He wants to pick up breakfast if possible before the next bus comes.</p>					

Portrait of Max persona obtained from

<https://www.istockphoto.com/photos/portrait-man?mediatype=photography&phrase=portrait%20man&sort=mostpopular>

Portrait of Meg persona obtained from

<https://www.istockphoto.com/photos/portrait-woman?mediatype=photography&phrase=portrait%20woman&sort=mostpopular>

Persona Critique

- Add more descriptions overall
- Scenario seems short/vague, create more story
- Not enough detail overall (ex wants companionship but how? In what way?)
- Background doesn't move theme along
- Hard to read light blue on the pink
- Maybe have a longer/in depth scenario
- Needs scenario to understand his daily pattern
- What does the progress bar in technology use signify
- Colors/bg sometimes hard to read or distracting
- Could be a lot more detailed & rich esp scenario
- Be more specific about tech use, what kinds of app, what does she use on the internet
- More about meg in scenario, more background story
- Pains don't connect with the scenario
- Scenario is a little underdeveloped
- Scenario could be setup to be more convincing
- What is the purpose of tech use?
- Add more detail into scenario
- Background cuts off slider