

Persona #1: Primary User

Age range of user: 18-20

Typical use scenario: Uses app to find where buildings are on campus and how to get to them

Types of mobile devices used: This user typically uses an iPhone or Android smart phone.

Top needs for product: Want to know where classes are and how to get to them.

Issues that could arise from product failure: Could show up to the wrong building, get lost on the way to class, show up to a building when it is closed.

Name: Jessica



"2/3's of Americans now access the internet via mobile devices" – Pew Research Center

"Everything seems to be going mobile, and if you don't have that, you're really falling behind the times," Amy Boyd, project manager for the app Texas State University Mobile

"Creating a single app also saved the university the money that would have been spent maintaining multiple campus platforms." – Ohio State University in 2010.

Just starting out in a big university your first year of college can be stressful. I used the Maps app on my phone to navigate to school but it doesn't have directions to each individual building. This lead to me driving around campus the first couple of days trying to find my building then trying to find a parking spot after finding my building. It's hard enough trying to deal with campus traffic the first week but even worse when you don't know where you are going. On the days I don't have classes I like to study at the library with my roommates. Sometimes this is late in the day after dinner so we need to make sure that building is still open. One time we showed up with all our homework to find out the library was closing in ten minutes. It would have been nice to be able to check the hours for the library on our phones before we left.