Phil is a senior college student at his university. Phil can get from point a to point b very efficiently; this was very different than his freshmen year of study. But occasionally, Phil ventures into building’s that he is not familiar with, due to no classes ever being taken there, or rather Phil attends a new class he has never been before. With common knowledge Tim can figure this problem out by back tracking past classes or knowing the feel of the layout.

Rather Phil can use the IPS system, a simple click and Phil now has his building maps uploaded to his phone, tracking his current position, leading him to where he needs to go. No longer does Phil need to decipher code, but rather to just follow a little dot to take him to his new destination on campus.

Http://www.youtube.com/channel/UCqbG15tVF7ncl2akxchdz2Q. "How to Avoid Getting Lost on a College Campus." *YouTube*. YouTube, 10 Feb. 2016. Web. 15 Sept. 2016.

Sky. "Fear of Getting Lost On Your First Day In College!"*Http://forums.soompi.com/en/topic/69079-fear-of-getting-lost-on-your-first-day-in-college/*. School Zone, 5 Apr. 2007. Web. 15 Sept. 2016.

“lol If we thought HS would be bad our freshman year...Okay so I haven't even thought about this for ages now that I'm a senior, but when I first came to my high school, I thought it was huge! There's always that underlying fear of getting lost on the first day for freshmen.”

My campus is big! But frosh week is amazing. You get to know the campus, or at least have a general sense of where your classes are. If you get lost, you can always ask people where a building is because most students are friendly. Definitely study the campus map beforehand and mark where your classes are! lol and then after that, it's all about finding the smaller paths and trails that will take you to your class faster instead of taking the long way, or more obvious route to class.

[How to avoid getting lost at college](https://www.youtube.com/watch?v=ZuhEwKtwzaw)

2

Name:Phil

Age range of user: 28

Typical use scenario:

Attending a new class. Knows the layout well though.

Types of mobile devices used:

Android

Top needs for product:

Attending a building they have not been in before/ or a new class

Issues that could arise from product failure:

Does not trust the program/ bad feedback and wards others away



Persona #1: Secondary User