**Project Personas**

By

Saad Ahmed

Hamza Nawaz

**Osama Awan**

**About Osama:**

* **Age: 15 Years**
* **Study In College**
* **Footballer**

**Family Background:**

Belongs to a middle-class family

**Bio:**

Osama is a 14 years old boy who studies in the 11th grade, he belongs to a poor family and he has to travel on public transport to go to college, which is why Sameer often goes to school late. Osama is a typical hardworking boy like other children but he has difficulty in going to school due to the outdated public transport system. But an app would be quite helpful for Osama. Which can Provide accurate information of routes and bus stops

**Attitude Towards Technology:**

Since he is student of college and Young, he always tries to learn new things and stay updated about new technologies

**Problem:**

Not any problem just one thing is that it should be in the knowledge of every one

**Goals:**

Osama is a young boy, which is why he does everything fast. He does not like to stand at the bus stop and wait for the bus. His basic goal is that he wants an app that he could use to catch the bus at the time

**Improvement:**

Internet connectivity should be provided on public places because not everyone has always mobile data**.**

**Feedback:**

Enjoying using this app as its helpful to find buses quickly.

**Question / Answer:**

Q: What is your educational background?

Ans: I'm studying in 11th grade at St Patrick College.

Q: Any experience of using smart phones?

Ans: Yes, i use like many others youngsters.

Q: How do you think about our app after using it?

Ans: That's a good app it helps me a lot to find bus.

**Sameer Sheikh**

**About Sameer:**

* Age: 19 - 25
* Study in University
* Self Employed

**Family Background:**

Belongs to a lower middle-class family.

**Bio:**

Sameer is a 24 years old girl majoring in computer science from a local university. Sameer teaches children at school in the morning so she has to go to school early and sometimes Sameer goes to school late if she can't find bus and taxi on time and her salary is deducted whenever she arrives late. This app of a bus service will greatly help her to find the bus on time.

**Attitude Towards Technology:**

She is a teacher and loves to learn new thing every day either related to physics or her subjects or any new app.

**Problem:**

Should track the history of most used locations.

**Goals:**

She wants an app which has fast response time and user-friendly Interface.

**Improvement:**

This app should also be integrated with other transport services like Uber and Careem.

**Feedback:**

Enjoying using this app as its helpful to find buses quickly.

**Question / Answer:**

Q: What is your educational background?

Ans: Doing Bachelors in Computer Science.

Q: Any experience of using smart phones?

Ans: Since she is CS students, she knows a lot about smart phones and also use this fancy stuff.

Q: How do you think about our app after using it?

Ans: pretty decent app it is very easy to use.

**Bilal Khan**

**About Bilal:**

* Age: 30
* Completed Master
* Self Employed

**Family Background:**

Belongs to well settle family

**Bio:**

Bilal belongs from an upper middle-class family. He has a Master’s degree in Marketing from the KIET. Bilal is very fond of knowing the history of other cities and countries that’s why he loves traveling but finding a bus is often difficult in a new city so he is looking for an app that makes it easy to travel by bus to any other city.

**Attitude Towards Technology:**

Since Bilal loves traveling, he always ready to learn new things and new technology from new environment.

**Problem:**

Traditional manual payment system should also be included if we don’t have credit card.

**Goals:**

He wants an app which he can use in any other city to find their bus.

**Improvement:**

This service should also be provided in rural areas as well.

**Feedback:**

Enjoying using this app as its helpful to find buses quickly.

**Question / Answer:**

Q: What is your educational background?

Ans: Masters in Marketing from KIET

Q: Any experience of using smart phones?

Ans: Ans: Since he is traveller, he has to use smart phone for tracking his location.

Q: How do you think about our app after using it?

Ans: The app is great any traveller would love to use app like this.