



Name: Ravi Patel
Age: **65**
Work: **Retired**
Family: **Single**
Location: **Pune, Maharashtra**
Tech Savviness: **low**

Goals

- Ravi enjoys exploring different parts of the city using public transport.
- He needs access to clear, straightforward bus schedules so he can plan his trips in advance.
- Prefers viewing the full timetable for a bus route to avoid confusion.

Behavior

- Ravi relies on predefined bus schedules rather than real-time tracking.
- He prefers to view detailed route information to help plan his travel.

Motivations

- Independence: Ravi likes to plan his trips without relying on others.
- Clarity: Prefers easy-to-understand bus schedules and route details.

Frustrations

- Difficulty in navigating real-time features like bus tracking.
- Needs simple and direct information about bus timings and stops.

Key Features Used

- **View Full Schedule for a Bus**
- **View Route Information**
- **Find Lost Item**

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Name: **Amit Sharma**
Age: **20**
Work: **B.Sc. Computer Science Student**
Family: **Single**
Location: **Pune, Maharashtra**
Tech Savviness: **High**

Goals

- Amit commutes daily between his home and college.
- He needs to find bus routes quickly and track the bus in real-time to avoid waiting for long periods.
- He prefers using technology to make his daily commute more efficient and reliable.

Behavior

- Regularly uses public transport and is comfortable with mobile apps.
- He frequently searches for routes using bus numbers and tracks bus locations to time his arrival at the stop perfectly.

Motivations

- Time management: Wants to optimize his daily commute.
- Convenience: Avoids unnecessary waiting by using the app for live updates.

Frustrations

- Unpredictable bus schedules.
- Delays in bus arrivals, which sometimes cause him to be late for classes.

Key Features Used

- Bus Search by Route Number
- Track Current Bus Location
- View Full Schedule for a Bus
- Favorite a Bus Route

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Name: **Riya Malhotra**
Age: **18**
Work: **University Applicant**
Family: **Single**
Location: **Pune, Maharashtra**
Tech Savviness: **Medium**

Goals

- Riya is frequently traveling to different parts of the city for university interviews and uses public transport to reach her destinations.
- She needs a feature to find the best bus route based on her current location.
- Occasionally, she forgets her login password and needs an

Behavior

- Riya frequently uses the "Your Location" feature to find nearby bus stops when traveling for interviews.
- She occasionally needs to reset her password when accessing her account.

Motivations

- Convenience: Riya prefers a quick way to find nearby buses based on her current location.
- Ease of use: She appreciates a simple password recovery process.

Frustrations

- Difficulty in identifying the nearest bus routes when she's unfamiliar with the area.
- Losing access to her account when she forgets her password.

Key Features Used

- Find Bus Based on Current Location
- Forgot Password
- View Recent Journeys

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 **station**
SUSTAINABILITY
ADVOCATES



Name: **Priya Rao**

Age: **45**

Work: **Public Transport**

Administrator

Family: **Single**

Location: **Pune, Maharashtra**

Tech Savviness: **High**

Goals

- Priya is responsible for managing bus routes, timetables, and handling complaints.
- She frequently updates bus schedules and routes in the system and ensures a smooth user experience for commuters.
- She also monitors and resolves driver misconduct complaints.

Behavior

- Priya is a proactive administrator who keeps the bus schedules updated and handles complaints in a timely manner.
- She uses admin features regularly to upload new routes, timetables, and respond to user feedback.

Motivations

- Efficiency: Needs an easy-to-use system to manage bus routes and timetables.
- User Satisfaction: Aims to resolve user complaints swiftly to maintain trust.

Frustrations

- Delays in processing timetable updates due to system errors.
- The need to quickly resolve user-reported issues like driver complaints.

Key Features Used

- Admin Adds New Bus Route
- Admin Uploads Bus Timetable
- Report Driver Misconduct
- Reset Password

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Name: **Meena Desai**
Age: **35**
Work: **Marketing Manager**
Family: **Single**
Location: **Pune, Maharashtra**
Tech Savviness: **Medium**

Goals

- Meena uses the bus system daily to commute to her workplace.
- She needs a quick and easy way to plan her daily journey and often saves her favorite routes to streamline her commute.
- She expects reliability and ease in planning her trips, especially during busy work hours.

Behavior

- Meena typically plans her journey between two fixed stops every day.
- She uses features like route favorites to save time and occasionally needs to reset her password.

Motivations

- Efficiency: Wants to minimize the time spent searching for routes each day.
- Security: Prefers easy recovery options for forgotten passwords.

Frustrations

- Difficulty accessing saved routes if she forgets her login credentials.
- Delays in bus schedules impact her punctuality..

Key Features Used

- Plan Journey Between Two Stops
- Favorite a Bus Route
- Forgot Password

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